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Ban On Multiple Ownership in Same Area

Order of FCC Hits Dual Control, Overlaps

TAKING UP another phase of its self-appointed crusade against purported monopolistic tendencies in radio, the FCC last Tuesday adopted a proposed order banning multiple ownership of broadcast stations in the same area and set oral arguments for next Oct. 6 after which a final order will be considered.

Likely to affect a minimum of 40 ownership situations, depending upon ultimate interpretation of what constitutes a substantial overlap in service or what constitutes control, the order was adopted by the Commission with less than a quorum of its membership present. It was stated, however, that the order (No. 84) was drafted upon instructions by a quorum of the Commission at its meeting the preceding week.

Duplications of Services

Notice that an order of this nature was in the making had been given two months ago, when the FCC inaugurated the practice of issuing conditional grants to stations which might be involved in the "problem of multiple ownership". The order as drafted covers only situations where substantial duplication of service might be involved by virtue of community ownership in the same area, and does not affect a large number of situations under which the same individuals or corporate entities own stations in non-competitive areas.

The order sets forth a new rule, which would become Section 3.35 of the rules governing standard broadcast stations. The new rule specifies that no person should directly or indirectly own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

The rule would take effect immediately as to all new applications. There is a proviso, however, that with respect to persons or entities now directly or indirectly controlling a standard station falling within the scope of the ban, the effective date would not be until six months after the final rule has been adopted. There is the further provision that the Commission can extend the effective date from time to time "in order to permit the orderly disposition of properties", a phrase borrowed from the revised chain-monopoly rules.

Of significance is the fact that the Commission interpreted the word "control" as not being limited to majority stock ownership but to include "actual working control in whatever manner exercised". This would cover situations in which less than 50% ownership is involved.

Because there are variables involved, the precise limitations on duplicating service will not be known until the FCC hears oral argument en banc on Oct. 6, following which a final order presumably will be drafted. Briefs may be filed with the Commission up to two weeks prior to the argument.

It is understood that a preliminary Commission survey revealed some 40-odd cases where a particular licensee or interest owned two outlets in the same general area. Presumably, these are regarded as situations which would fall squarely within the purview of the proposed new rule.

Overlap Situation Uncertain

In other cases, however, the question of degree of overlap, such as might occur where one station operates in one market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power, is not so clear-cut and is subject to further interpretation.

Presumably this matter, plus the variables involved in what constitutes actual control or operation, would remain discretionary with the Commission unless clearly defined in the order as finally adopted.

Asked by BROADCASTING whether a list of situations falling within the indicated scope of the ban would be made available, so that stations would be on notice, the FCC Law Department stated no complete list is available, but that copies of the order had been sent to every station in the country placing them on notice. It is "up to the Commission" to decide how the order shall be interpreted, according to the Law Department.

The Law Department feels that parties which regard their situations as borderline should appear Oct. 6 and state their cases, perhaps asking for clarification. The Commission would be in the position of "prejudging" if it attempted to make a list of the situations involved available, said one FCC attorney.

First reactions from the industry were that the order and procedure were confusing in the extreme. With no yardstick by which to gauge the effect of the order, said a number of broadcasters and their counsel, there is not available any basis for determining what situations will be encompassed in the order.

Possibility that a group of stations apparently falling within the purview of the order will organize and retain counsel cooperatively, was foreseen. As soon as the order was released, contacts to this end were made by several broadcasters. A meeting may be called of such stations—possibly in Chicago as the most accessible point—within a fortnight.

Notice that the FCC was inquiring into the question of multiple ownership was given by the Commission in its sensational network monopoly report issued last May. At that time it said that such matters were being handled in day to day actions of the Commission. Last June, the Commission, in authorizing improved facilities for stations WCOP, Boston; KGA,

Industry Girds For All-Out Fight Against Tax Proposal

Advertising Groups and Unions Unite To Defeat Radio and Billboard Levies In the Senate

PRIMED for an all-out battle against the proposed 5-15% Federal tax on annual net time sales of $100,000 and over included in the Revenue Bill passed by the House last Monday, industry forces have laid the groundwork for arguments before the Senate Finance Committee, tentatively set to begin Aug. 18.

The Senate committee last Friday started public hearings, expected to last from two to three weeks, after the House, under a strict rule against amendment, had approved the $3,500,000,000 tax bill, virtually as recommended by the House Ways & Means Committee, by a thumping 369-33 majority.

Advertising Forces Muster

Apart from intensive preparations for making known an industry-wide opposition to the radio tax proposal, led by the NAB, NIB, IRNA and radio labor organizations, advertising groups as a whole have directed opposition both against the radio levy and the tax on billboards, also provided in the House-approved bill. Despite failure to secure sufficient support to delete the radio tax provision in the House, considerable hope is seen for a successful fight against the proposal in the Senate.

Tentatively scheduled for appearances at the Aug. 18 Senate Finance Committee hearings are the NAB, whose presentation will be handled by Ellsworth C. Alvord, Washington tax attorney; NIB, represented by President H. A. Lafount; Chicago Federation of Labor, operator of WCFL, Chicago, by Maurice Lynch, CFL financial secretary; AAAA, by President John Benson; Assn. of National Advertisers, by G. S. McMillan.

Although not definitely scheduled for appearances as BROADCASTING went to press Friday, some statement in opposition to the tax or appearance also had been indicated by IRNA, Advertising Federation of America, American Newspaper Publishers Assn., American Federation of Radio Artists and International Brotherhood of Electrical Workers (Associated Broadcast Technicians Unit).

The NAB board spent two days

(*Continued on Page* 50)

Spokane, and KROW, Oakland, appended notations that the grants were subject to any future action the Commission might take on multiple ownership.

In decisions announced last Tuesday, coincident with the adoption of the order, the Commission appended somewhat similar notations in the cases of WMC, Memphis, and WWVA, Wheeling. In the former case, WMC, Scripps-Howard owned, was granted a construction permit to increase its night power from 1,000 to 5,000 watts, "subject to such rules as may be adopted by the Commission as might affect licensee's ownership of said station". This was couched in general terms to cover not only the Commission's inquiry into newspaper ownership of stations, but also a purported relationship with WMPS, Memphis.

In the case of WWVA, granted a construction permit to increase power from 5,000 to 50,000 watts, the Commission made the grant "subject to such rules or action as the Commission may hereafter adopt or take with regard to multiple ownership". Corporately affiliated with the Fort Industry Co., headed by George B. Storer, WWVA does not have a sister station in Wheeling. WMMN, Fairmont, W. Va., however, is owned by the Storer interests and, according to the FCC, overlapping coverage now exists to some extent and would be vastly increased with 50,000-watt operation on 1170 kc. by WWVA.

"May" Serve Public Interest

Other factors presumably to be taken into account, on overlapping service would include day and night variations, availability of other station service, and similar related factors.

In a press release accompanying its order, the Commission said it was of the opinion that the public interest, convenience and necessity "may be served" by prohibiting multiple ownership of the character covered.

It was pointed out that the rule has a basis in certain restrictions now applicable to multiple operation of FM and television stations. It differs from these, however, in that it imposes no limitation on the total number of standard broadcast stations which may be owned or controlled by the same person, so long as they serve different areas. A maximum of six under the same ownership, serving different areas, is specified with respect to the high frequency services.

Florida Citrus List

FLORIDA Citrus Commission, Lakeland, which has been conducting an extensive campaign for canned fruits through July to run to Oct. 3 [BROADCASTING, July 21], is using participating programs on WABC WLS WGN WCAU WLW WJSV WNAC WEAN WTIC WTAG WICC WCSH WLBZ. The Commission also is using transcribed spot announcements Mondays through Fridays on 28 additional stations. Agency is Arthur Kudner, N. Y.

TEXT OF DUAL OWNERSHIP ORDER

TEXT of the order (No. 84) as adopted by the Commission follows:

Whereas, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 3.35—Multiple ownership. (a) No person (including all persons under common control [9a] shall, directly or indirectly, own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

(b) This rule is to take effect immediately. Provided, however, that with respect to persons (including all persons under common control [9a] who now directly or indirectly own, operate or control a standard broadcast station serving a substantial portion of the area served by another standard broadcast station owned, operated, or controlled by such persons, the effective date of this rule shall be six months from date; provided, further, that with respect to such persons the Commission may extend the effective date of this rule from time to time in order to permit the orderly disposition of properties.

Whereas, the Commission is of the opinion that it will best conduce the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, Therefore, It Is Hereby Ordered, That oral argument be held before the Commission en banc on Oct. 6, 1941, at 10 a.m., at which time all interested persons will be given an opportunity to appear and present argument as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order, and that briefs may be filed at any time up to two weeks prior to such argument.

[9a]—"The word 'control' as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised. See Rule 3.108 for the definition of 'control' in regulations pertaining to chain broadcasting."

Rockefeller Names Tracy Assistant to Francisco

SHELLEY E. TRACY, founder and former president of Tracy-Locke-Dawson Inc., New York agency, last Wednesday was named assistant director of the communications division of the Office of the Coordinator of Inter-American Affairs by Coordinator Nelson Rockefeller. Mr. Tracy will work with Don Francisco, director of the communications division, headquartering in New York.

During his active advertising career Mr. Tracy was a vice-president of the American Assn. of Advertising Agencies and director of the operating committee of the National Outdoor Advertising Bureau. In 1918-19 he served as a lieutenant with the U. S. Air Corps.

AN INCREASE to 10,000 watts in the day and night power of KGA, Spokane, now 5,000 watts on 1510 kc., is sought in an application filed with the FCC by Louis Wasmer, owner.

Common Ownership of Stations In Same Community

(Some of the groups likely to be affected by FCC Order No. 84)

Albany, N. Y.

Interlocking stock ownership (H. E. Smith, R. M. Curtis and *Albany Knickerbocker News*) control WABY and WOKO.

Bay City-Saginaw, Mich.

Harley D. Peet controls WBCM, Bay City, and owns a minority of WSAM, Saginaw, across the bay.

Beaumont, Tex.

KRIC is controlled by officers and stockholders of *Beaumont Enterprise* and *Journal*; KFDM is about 25% owned by same interests.

Boston, Mass.

The John Shepard interests control both WNAC and WAAB.

Arde Bulova, watch manufacturer, owns control of WCOP, and Harold A. Lafount and Sanford Cohen, associated with Mr. Bulova, own 40% and 20% interest, respectively, in WORL.

Buffalo, N. Y.

Buffalo Broadcasting Corp. is licensee of both WGR and WKBW.

The *Buffalo Evening News* controls both WBEN and WEBR.

Chicago, Ill.

National Broadcasting Co. is licensee of WMAQ and the half-time WENR.

Gene T. Dyer is controlling stockholder in WSBC, and minority stockholder in WGES and WAIT, which he directs.

Ralph L. Atlass and family control both WJJD, Chicago, and WIND, Gary, contiguous communities. P. K. Wrigley is minority stockholder in each.

Cincinnati, O.

Crosley Corp. owns both WLW and WSAI.

Dallas-Fort Worth, Tex.

A. H. Belo Corp., publisher of *Dallas News*, owns the half-time WFAA, Dallas, and half-interest in the full-time KGKO, Fort Worth. Carter Publications Inc. (*Fort Worth Star-Telegram*) owns the half-time WBAP, Fort Worth, and one-half interest in KGKO, Fort Worth.

Cleveland, O.

United Broadcasting Co. (*Cleveland Plain Dealer*) controls both WHK and WCLE.

Evansville, Ind.

Evansville on the Air Inc. is licensee of both WGBF and WEOA.

Fort Wayne, Ind.

Westinghouse Radio Stations Inc. is licensee of WOWO and WGL.

Houston, Tex.

KPRC, controlled by *Houston Post*, and KTRH, owned by *Houston Chronicle;* both newspapers said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce. KXYZ owned by M. Tilford Jones, nephew of Jesse Jones.

Lincoln, Neb.

KFAB and KFOR both controlled by The Sidles Co. (approximately 51%) with minority stockholdings by *Lincoln Star* and *Nebraska State Journal*.

Little Rock, Ark.

KLRA and KGHI are both licensed to Arkansas Broadcasting Co., controlled by A. L. Chilton.

Los Angeles, Cal.

Earle C. Anthony Inc. is licensee of both KFI and KECA.

Reed E. Callister is controlling stockholder of KMTR, Los Angeles, and owns minority stock in KIEV, Glendale, Cal., a contiguous community.

Memphis, Tenn.

The Scripps-Howard newspaper interests control both WMC and WMPS.

Hoyt B. Wooten controls WREC and Hoyt B. and S. D. Wooten Jr. own 25% each in WHBQ.

Des Moines

Iowa Broadcasting Co. (*Des Moines Register & Tribune*) owns both KSO and KRNT.

New York City

National Broadcasting Co. is licensee of WEAF and WJZ.

Arde Bulova, watch manufacturer, is sole owner of WOV and half-owner of WNEW.

Pittsburgh, Pa.

H. J. Brennan controls both WJAS and KQV.

Portland, Ore.

Oregon Publishing Co., publisher of the *Portland Oregonian*, is licensee of both KGW and KEX.

KOIN and KALE controlled by same interests (Charles W. Myers and C. R. Hunt).

Roanoke, Va.

Junius P. Fishburn and J. B. Fishburn, publishers of the *Roanoke Times* and *World-News*, own WDBJ and Junius P. Fishburn holds 40% stock in WSLS.

Reading, Pa.

WEEU and WRAW are owned by C. M. Chafey, R. A. Gaul and H. O. Landis, each holding one-third.

San Francisco, Cal.

KPO and KGO are licensed to National Broadcasting Co.; KGO is owned by General Electric Co., but operated by NBC.

Wesley I. Dumm controls both KSFO, San Francisco, and KROW, Oakland, across the bay.

Seattle, Wash.

Fisher's Blend Station Inc. is licensee of both KOMO and KJR.

Shreveport, La.

John D. Ewing, publisher of *Shreveport Times*, controls both KWKH and KTBS.

Sioux Falls, S. D.

Sioux Falls Broadcast Assn. Inc. (Joseph Henkin) is licensee of both KSOO and KELO.

Spokane, Wash.

Louis Wasmer Inc. is licensee of both KYA and KHQ.

Spartanburg, S. C.

Spartanburg Advertising Co. is licensee of both WSPA and WORD.

Springfield, Mo.

KGBX and KWTO licensed to separate corporations but controlled by same interests (Lester E. Cox, H. S. Jewell, R. D. Foster, the Bixby family et al).

Washington, D. C.

National Broadcasting Co. is licensee of both WRC and WMAL, although it leases WMAL from the *Washington Star*, whose application for license transfer is being held up by the newspaper-radio proceedings.

Approval of NBC-ASCAP Deal Uncertain

Third of Replies Oppose Terms of Deal

POSSIBILITY that the agreement for the return of ASCAP music to NBC's networks and M&O stations may be stymied if not upset before the contracts are signed, due to failure to secure ratification from a sufficient number of affiliated stations, was foreseen last weekend in New York.

It was reported that up until last Friday evening about one-third of all stations affiliated with NBC had responded to the telegram sent them a week previously by Niles Trammell, NBC president, which notified them of the major terms of the agreement reached with ASCAP's board of directors and tion asked for their immediate ratification [BROADCASTING, Aug. 4].

Confident of Acceptance

However, in Washington, where Mr. Trammell and other top ranking NBC officials were conferring on the FCC monopoly regulations with FCC Chairman Fly, confidence was expressed that, when fully explained, the NBC-ASCAP deal would be ratified by a majority of affiliates. This confidence apparently was an outgrowth of sentiment expressed by NBC affiliates attending the meetings of the NAB executive board and the IRNA executive board.

Mr. Trammell and Mark Woods, NBC vice-president and treasurer, met with NBC affiliate representatives who are members of the two boards at a luncheon Thursday, and while there were numerous inquiries as to how individual stations would be affected, there appeared to be no concerted opposition. The consensus of these meetings seemed to be that the contract was a "good dollars and cents deal."

Some Refuse Approval

On the other side of the picture, of the more than 75 replies which NBC had received, about one-third have refused to give their approval to the proposed agreement. Reasons for these refusals fall into three general classes, it was said. Some stations stated their intention to insist on a per-program arrangement (which is available for non-network programs) and declared that they will not lend their approval to another blanket license arrangement with ASCAP.

Others expressed satisfaction with the success of BMI in building and maintaining a supply of music for the broadcasting industry, and stated that they see no reason for making an additional payment to ASCAP for music which is no longer essential to the industry's operations.

The remainder of those who refused to ratify the agreement flatly said that they would not deal with ASCAP under any conditions.

Deny Scuttling of BMI

Another question which seemed to bother some affiliates was whether the ASCAP contract might eventually lead to a scuttling of BMI by NBC. This was denied flatly by NBC officials, who said there never has been any intention on NBC's part to withdraw support from BMI. Mr. Woods told the NAB board Thursday that NBC was prepared immediatey to renew its BMI license for the same nine-year period the proposed ASCAP deal would run.

One affiliate attending the NAB board meeting told NBC officials that he liked the new contract, inasmuch as he could now get both BMI and ASCAP for approximately 2.9% whereas previously he was forced to pay a flat 5% for ASCAP alone.

It is too early, of course, to make any predictions on the eventual outcome of this situation. It may well be that all the broadcasters in the NBC affiliate list who disapprove of the present terms of the network's settlement with ASCAP have hurried to present their views to NBC before a contract could be signed, and that the remaining two-thirds who are yet to be heard from will swing the balance so heavily in favor of ratification that the contract will be signed without further delay.

Undoubtedly, a large number of broadcasters are waiting until they have received copies of the contracts, and these have been studied by their attorneys, before making any expression of opinion.

Even if the result of the poll, when all NBC affiliates have responded, remains at the present 2-to-1 ratio, it is unlikely that network executives would let the matter rest and call off the agreement without further discussion with the affiliates.

See No Better Deal

The financial terms of the deal, representing a substantial reduction from prior radio payments to ASCAP, are generally conceded to constitute a decisive victory for the broadcasters, and it was said it is extremely unlikely that any better ones can be obtained.

If this agreement is not accepted by the broadcasters, the rejection will probably result in the immediate filing by ASCAP of its conspiracy suit against NBC, CBS, BMI, the NAB and their officers, which will mean a long and costly legal battle, regardless of its outcome.

Meanwhile, the drafting of the contract in legal language has not yet been completed, although Robert P. Myers of NBC's legal staff and Herman Finkelstein of Schwartz & Frohlich, ASCAP general counsel, have been engaged in that task since the moment the ASCAP board announced its approval of the deal worked out by the ASCAP Radio Committee and NBC.

No CBS Parleys

Although it is generally believed that when and if NBC signs a contract with ASCAP, CBS will shortly follow suit, no conversations have been held between ASCAP and CBS during the last week. The present outlook is that neither side will move to reopen negotiations until the ASCAP-NBC contract has been officially signed and put into effect, following which ASCAP is expected to offer the same terms to CBS.

The method of handling the situation in States with laws prohibiting ASCAP from operating within their borders, final point of issue between ASCAP and NBC which came near to upsetting the agreement, is said to have been settled on the basis of payment by NBC to ASCAP of the 2¾% fee on network programs only on that part of the advertiser's expenditure for time for a network including stations in such States retained by NBC.

That is, if out of $100 collected by NBC from an advertiser for a network program including an outlet in Florida or Nebraska (which are the only states presently forbidding payments to ASCAP) NBC pays the station $33 and retains $67, NBC's payment to ASCAP would be 2¾% of the $67 and not of the $100 as it would be for stations in other States, which in turn are expected to rebate to NBC 2¾% of the network's payment to them for network commercial programs.

* * *

'No Monetary Victory'

Declaring that "there is no monetary victory for ASCAP in the new arrangement," the Society in a statement last week concerning the board's approval of the deal with NBC stressed the fact that the agreement embodies "the basic principles for which ASCAP has stood since the beginning . . . payment by the networks for music used on network programs and di-

(*Continued on page 48*)

NAB Rejects AAAA Plea For 2% Cash Discount to Agencies

Sales Managers Executive Group To Consider Standard Contract In New York Aug. 25-26

A PLEA of the American Assn. of Advertising Agencies that radio recognize a 2% cash discount was tabled by the NAB board of directors at a meeting in Washington last Thursday, following presentation of arguments by Frederic R. Gamble, managing director. Tabling of the motion in effect killis it.

After Mr. Gamble had presented his plea, and had been questioned by the board, the motion to table was made and approved unanimously. The sales managers executive committee of the NAB, however, meets in New York Aug. 25-26 to consider a standard form of contract for radio time and will take up the matter both with AAAA and non-AAAA agencies. There is the possibility the question of the cash discount again will arise at these sessions and a further recommendation made to the board.

Mr. Gamble read to the board a letter sent last Tuesday to Neville Miller. In it he pointed out that media have allowed the cash discount since the early days of advertising, the primary purpose being to allow the agency to collect from the advertiser and secondarily to enable the medium to collect from the agency.

In response to a question as to how the 2% cost could be absorbed, Mr, Gamble suggested an increase in rates. This promptly was rejected by the Board, on the ground that it would not only throw the radio rate structure out of adjustment with other media, but also would present serious problems otherwise.

Mennen Takes 'Glory'

MENNEN Co., Newark, this fall will sponsor *What Price Glory*, starring Edmund Lowe and Victor McLaglen as the unforgettable Captain Flagg and Sergeant Quirt [BROADCASTING, Aug. 4], on NBC-Blue, with exact time and number of stations still undecided. Use of the Quirt and Flagg character was secured by Mennen through payment of royalties to co-authors, Lawrence Stallings and Maxwell Anderson. Agency is Russel M. Seeds, New York.

ScotTowels to Start

SCOTT PAPER Co., Chester, Pa., the latter part of September will launch an extensive campaign for Scot Towels, with participations in women's programs throughout the country. Agency is J. Walter Thompson, New York.

FCC Hands Ultimatum to Networks

Fly Demands Time Option Change; Appeal Seen

A VIRTUAL ultimatum that they accept and petition for a modified version of the time-option rule drafted by its staff, and simultaneously agree not to challenge its jurisdiction, or else submit to the onerous network-monopoly rules as originally drafted, was handed the major networks by the FCC last Thursday, climaxing six weeks of conferences.

No date was set for a further meeting following the three-hour session, at which FCC Chairman James Lawrence Fly submitted what amounted to the take-it-or-leave-it proposition. Even MBS, which heretofore has been largely favorable to the FCC's position, is reported to have found itself at odds with the new proposal.

In the Commission's behalf, however, optimism was expressed that an amicable compromise would be obtained, and that further meetings would be held this week. Chairman Fly has expressed his determination to have the matter settled by mid-August so that networks would have at least a month prior to the new Sept. 16 effective date during which to adjust contracts with affiliates.

Nobody Happy

Despite this, reaction from network participants was that Chairman Fly's proposal was unsatisfactory and arbitrary. He kicked out an accord tentatively reached the proceeding week by the network officials with General Counsel Telford Taylor providing for time-options on what amounted to a current time-use basis, though NBC had been adamant because of the effect of even this formula upon the going-concern value of the Blue, slated for ultimate sale under another of the rules [BROADCASTING, Aug. 4].

At the Thursday session, at which Chairman Fly was flanked by Commissioner Paul A. Walker, an ardent supporter of rigorous network-affiliate regulation, as well as members of the legal staff, Chairman Fly is understood to have insisted:

1. That the networks immediately petition for his proposed time-option rule, or face the prospect of the original rules which would ban option time and make all stations free agents effective Sept. 16.

2. That if they petition in that fashion, they agree (presumably not in writing) not to go to court to challenge the FCC's jurisdiction to issue the regulations—a right NBC and CBS have reserved since the conversations began last June through the good offices of Chairman Wheeler of the Senate Interstate Commerce Committee.

3. That if a petition is not filed, and no commitment is given on the request that they refrain from a legal attack, then the rules will become effective as drafted on Sept. 16.

Demands Acquiescence

There was little indication that any of these demands would be complied with promptly. The outlook, unless Chairman Fly himself calls another meeting, is for litigation either in New York or in Washington to enjoin the Commission from making its rules effective pending a test of its power to regulate contractual relations between networks and affiliates, in the light of the language used by the Supreme Court in the Sanders Case last year.

Chairman Fly suggested that the modified version of the time-option rule be made operative and that it could be reappraised in actual practice from time to time. His view was that should it prove onerous, it could be revised to rectify shortcomings that appear.

The precise language of the Fly proposal was not revealed. It is understood, however, that it provided for time options based on present usage, but scaled down in relation to the number of outlets in each city. In cities having four or more fulltime outlets, networks would be enabled to option time for one year from the date of current sponsor expirations, to a total not exceeding four out of each five-hour block of time. The station, however, in its discretion, could agree to provide additional time, though the network could not option it.

Blocks Time Plan

In cities with a lesser number of outlets, the amount of time available for option a year ahead on this basis, would scale down to three, two and one hour in each five-hour block, the lowest option to be available in one station cities. This presumably would mean that each of four networks would get a crack at option-time of one hour in each five-hour block in such cities.

Another proposal shot in at the last conference would specify in effect that no new business sold on the Blue could supplant existing business on the same stations displaced by MBS. This would put another crimp in the efforts of NBC, it was observed, to dispose of the Blue at a worthwhile figure as mandated under the regulations.

Feeling was engendered by the Fly demand that NBC and CBS agree to refrain from a legal test as a condition precedent to adjustment of the mooted time-option proviso. It was regarded in effect as a demand that the networks trade away their legal rights as citizens in order to "work out a deal".

This proposal first was advanced by Chairman Fly last Monday (Aug. 4) when conferences were resumed with him, and when Commissioner Walker participated for the first time. Substantial progress had been made theretofore in conferences with General Counsel Taylor, but a sudden change in attitude occurred and the negotiations landed back in Chairman Fly's office. CBS and MBS appeared to have gotten together for the first time in the Taylor-directed conversations.

Two-Year Licenses

Tacit agreement already has been reached on two-year licenses for stations, in lieu of the existing one-year tenures, along with concurrent two-year affiliation arrangements between networks and stations. Disposition of the Blue by NBC is not now a pressing issue since Chairman Fly has promised sufficient time for orderly transaction to avoid a forced sale.

Similarly, the question of disposing of stations owned by the networks, under the requirement that networks may not own stations in cities other than New York, Chicago or San Francisco-Los Angeles, is not an immediate one. Chairman Fly has stated that these can be handled individually and an adequate remedy at law is available should the networks decide to contest these orders as they develop.

Present at both the Monday and Thursday sessions last week were Chairman Fly, Commissioner Walker, General Counsel Taylor, Assistant General Counsel Thomas E. Harris and Attorney Seymour Krieger, for the FCC. Niles Trammell, president, and William S. Hedges, vice-president, appeared for NBC; William S. Paley and Edward Klauber for CBS; Louis G. Caldwell, general counsel, and Fred Weber, for MBS.

The FCC asked the networks to supply data on the cities falling in the four-station, three-station, two-station and one-outlet categories, presumably to be used as the basis in computing the amount of option time in each five-hour block that would be authorized. This data was requested as expeditiously as possible and, from Chairman Fly's standpoint, apparently would be worked into the agreement at the next meeting.

DCB Report Lends Impetus To Speculation Over Power

Defense Emergency Studies May Pave the Way For Superpower and Regional Boosts

A FURTHER basis for speculation over possible FCC grants of superpower to clear channel stations, in order to improve rural area coverage as a national defense measure, was provided last Friday when the Defense Communications Board, in a progress report, announced that "various plans for providing reliable broadcast service" to such areas are now under consideration.

It was learned that not only superpower on clears but increased power to regionals, the licensing of more local and regional stations and the imposition of more rigid requirements of technical perfection are being studied for the DCB, which of course will coordinate its efforts along that line with the FCC whose engineers are making the studies.

In the report made public by James Lawrence Fly, chairman of both FCC and DCB, it was stated that the studies by the defense group indicate that, even with every station in the country tied up for emergency broadcasts, certain rural sections would still be without reliable reception.

The DCB statement observed that all urban areas are adequately covered for emergency defense communications, but that a few towns with populations of more than 25,000 are without local broadcast outlets.

Superpower Applicants

Three clear channel stations have already filed new applications with the FCC for superpower. They are WLW, Cincinnati, seeking 650,000 watts, and KSL, Salt Lake City, and WSM, Nashville, asking for 500,000 [BROADCASTING, July 7]. They are among the 13 who in 1936 asked for 500,000 watts, but they have brought their applications up to date. The others then filing were WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta; WJR, Detroit; WHAS, Louisville; WGY, Schenectady; WHO, Des Moines; WOAI, San Antonio. Presumably all of these stations could be "ordered" to higher powers than the 50,000 they now use, assuming that the necessary equipment is obtainable.

There was speculation also that the DCB announcement could be interpreted as possibly applying to the movement to permit the use of 10,000 watts daytime by regional stations now limited to 5,000. Applications for such powers are already being prepared for WIBW, Topeka, and WCHS, Charleston, W. Va. [BROADCASTING, Aug. 4]. It is estimated that such horizontal boosts would increase coverage of those stations approximately 40%, primarily in rural and semi-rural areas.

Private Operation

In a press release outlining the work of DCB, Chairman Fly emphasized that broadcasting would remain in private hands and that all facilities will be on a cooperative basis "except for areas of actual combat". In the latter case, of course, all civilian activities would come under the military commander of the area. At outlined in the release, broadcasting would be used in case of military emergency as it has been in England, namely,

(*Continued on page 47*)

Mary Margaret McBride

TO BROADCAST OVER WEAF

Her well-known participation-program for women will go on the air September 2, 1941—will be broadcast to the world's richest market, Mondays through Fridays, 1 to 1:45 p. m.

For nearly seven years, Mary Margaret McBride's 45-minute radio feature has been outstanding in the New York market. To advertisers, as well as audiences, Miss McBride has endeared herself. And she has built an enormous following among women who buy, in amazing quantities, the products she recommends.

Now, with WEAF's impact of 50,000 watts delivered the *Salt Water Way* to America's richest market, Mary Margaret McBride's programs can reach bigger audiences than ever —can show bigger *results* than ever to advertisers who know the sales power of a woman speaking to women about *their* products!

Write or telephone today *for complete details.*

WEAF
NEW YORK
50,000 WATTS · 660 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DENVER · HOLLYWOOD · PITTSBURGH

Sonovox Gives Human Voice to Sounds

Adapted to Mike, Any Sound Can Form Words

RADIO WILL shortly witness an entirely new development in sound technique through the various broadcasting applications of Sonovox, an invention through which any sound can be made to speak in its own voice. Originally developed in Hollywood, and used in a number of motion pictures, it shortly will be available for broadcasting.

James L. Free and H. Preston Peters, of Free & Peters, station representatives, have formed a new separate corporation, Wright-Sonovox Inc., for the purpose of developing the various radio aspects of the invention and licensing performance rights of Sonovox for specific radio uses. The company has an exclusive contract with Gilbert M. Wright, inventor and the owner of the basic patents. Neil C. Conklin, formerly head of the Chicago office of CBS Artists Bureau, is general manager of the new company, with headquarters in Chicago and a newly opened New York office.

Through the use of Sonovox, the drone of an airplane, the sound of a steamboat whistle, trains, chimes, bells and animals—any sound effect that can be transmitted over a microphone — can be articulated into words. Because unique sound effects that have been identified on the air with their products for years can now be made to speak—actually to say the name of the product or the slogan identified with it—Sonovox has immediate important applications to existing programs, network and transcribed, and to transcribed announcements. Demonstrations are now being made daily in Chicago and New York to advertising agencies, several of which are actively experimenting with Sonovox and discovering new aspects for themselves.

The Ghost Talks

The Sonovox is unlike anything that has ever been used before in radio. The sound which is to be articulated into words is amplified and transmitted through the Sonovox units, two small cylindrical objects, the outward appearance of which might be likened to old-fashioned earphones. The person who operates the Sonovox, called the Articulator, places the units in contact with his throat. If the Articulator merely opens his mouth, the sound in its natural form comes out his mouth. For example, if the sound is a steamboat whistle, that sound will come out of his mouth. If he then silently shapes words with lips, tongue, teeth, the voice of the steamboat whistle speaks those words.

Fundamentally, the Sonovox makes use of the simple voice principle. The human voice box or larynx produces sound by the vibration of air through the vocal chords. The sound can be varied in pitch and volume, but the organs of articulation—the tongue and lips—form that sound into words. In the Sonovox, however, the human voice is not used—the sound is transmitted *through* the throat of the Articulator, who transforms it into words. (Sonovox also has a therapeutic use, in that a person who has lost his voice can again speak by using the instrument). Because the voice is not used, the Articulator can be either a man or a woman. A woman Articulator, using Sonovox, can articulate a recording of Tito Schipa singing in Italian—and Tito Schipa's tenor voice will come out of her mouth singing in English.

THE SONOVOX is demonstrated by its inventor, Gilbert Wright (left), holding a sound effects bell. The sound of the bell goes into the Sonovox units held against the throat by Mrs. Wright. When she articulates words, the ringing bell speaks out the words in its own voice as if coming out of Mrs. Wright's mouth. Neil C. Conklin, general manager of Wright-Sonovox, holds the script.

Basso to Soprano

The human voice range varies from 80 cycles fundamental (deep basso profundo) to about 1,200 cycles (high soprano). According to Mr. Wright, through the use of the Sonovox, it is possible to articulate words in a sound range of from approximately 20 to 6,000 cycles. This means that unusual and sometimes eerie effects can be produced with the instrument, if desired, because it is possible to articulate into words sound that is completely out of the voice range. A sound fantasy in words can be produced because of the wide and flexible tonal range. The buzz of a mosquito, the howling of wind, can be transformed into words.

Mr. Free stated that he became interested in Sonovox and its radio application mainly because of the possibilities it presented for new and unique spot campaigns. However, it will also be available for network shows. Together with Mr. Peters, a contract was negotiated with Mr. Wright, and a separate company, Wright-Sonovox Inc., was formed. The company is controlled by Free & Peters, and is under the active management of Mr. Conklin. At present, performance rights are being licensed for specific radio uses. Ultimately the company hopes to have enough equipment available so that some plan for licensing individual stations can be worked out. Defense priorities, however, are expected temporarily to retard immediate development in the station licensing field.

Sonovox is opening a new field for radio talent, according to Mr. Conklin. The American Federation of Radio Artists has classified Sonovox Articulators in the same category as radio actors. Articulators must be trained—they must have a sense of timing and rhythm, and an ability to take cues. "It has been found so far," Mr. Conklin explained, "that people with a musical background usually make the best Articulators." Miss Sally Franklin, former radio actress, now chief Sonovox Articulator, is at present in New York, training Articulators for active work there.

Disney and Kyser Uses

Sonovox has been successfully used in motion pictures. The Walt Disney production, the *Reluctant Dragon*, recently released through RKO, contained an amusing sequence with Robert Benchley acting as a Sonovox Articulator and showing how it makes a train speak. The plot of Kay Kyser's *You'll Find Out*, released last fall, was built entirely around Sonovox. The only radio appearance of Sonovox has been on two network programs—on *Strange As It Seems* and *We The People*. On one program, Sonovox was demonstrated by a mute who talked and sang using the instrument; and on another the inventor's wife, Mrs. Margaret Wright, articulated an organ rendition into words. Over 5,000 letters were received by Mr. Wright as a result of the broadcasts and letters are still coming in.

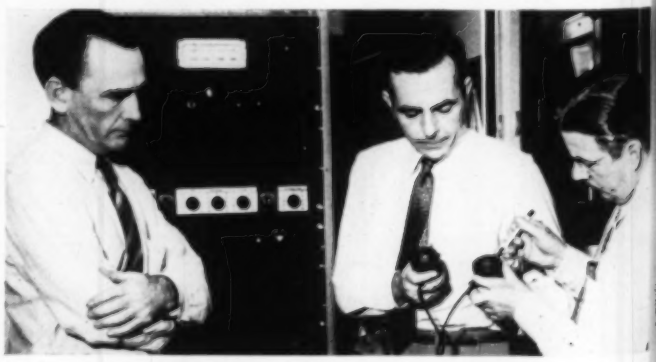
An interesting possibility of Sonovox is the translation of speech from one language to another in the original voice of the speaker. While working in pictures in Hollywood, Mr. Wright experimented with the translation of motion picture sound track from its English dialog into foreign language. A great deal more experimental work will probably be necessary on this application, according to Mr. Wright.

Son of Harold Bell Wright

The invention is fully covered both as to method and design of equipment by basic patents taken out by Mr. Wright, who has had an interesting and varied career. At one time he was a physics instructor. As a motion picture playwright and short story author, Mr. Wright continued his studies in sound, and it was in connection with a picture on which he was working that he first attempted to develop Sonovox. The name Sonovox was suggested by his father, Harold Bell Wright, the well-known author.

A large part in the development of the Sonovox is credited to Mrs. Wright, the former Margaret Royster, a trained musician and actress who has worked with her husband from the beginning in laboratory experiments and who has actually performed with the Sonovox in motion pictures.

Most agency men and broadcasters who have seen the Sonovox demonstrations, according to Mr. Conklin, believe it constitutes one of the biggest steps in sound entertainment since the first talking motion picture.



VIBRATING BUTTON on a Sonovox unit is held by James L. Free, Free & Peters, which controls the new Wright-Sonovox, as Neil Conklin, manager of the company (left) and Gilbert Wright, the inventor, look

Good Strategy

Good strategists are picking the Hartford Market as a primary objective this Fall. According to Sales Management's estimate of current effective buying income, Connecticut is leading the country in its increase over the same period last year. Such figures outdate all previous estimates of your sales possibilities here.

Using WDRC is good strategy too! WDRC's Primary Area includes the richest slice of the state—Connecticut's Major Market. WDRC is the only Basic Columbia Station in the state. And WDRC's rate is attractive enough to permit a consistent, productive schedule.

You get all 3 on WDRC—coverage, programs, rate! Write Wm. Malo, Commercial Manager, for any information you desire.

COVERAGE PROGRAMS GET ALL 3 ON WDRC RATE

WDRC

CONNECTICUT'S PIONEER BROADCASTER

ONLY

PRESTO

GIVES YOU THIS

A Glass Base Recording Disc With Two Holes

. . . A center hole protected by a brass eyelet to insure a snug, concentric fit on the turntable shaft and to prevent chipping when the disc is removed from the table. Unprotected center holes start cracks, cause "wows".

. . . A second hole for the drive pin that is vitally necessary to drive your cutting mechanism without slippage. Lack of a positive drive causes imperfect grooving, ruined recordings.

These exclusive features together with the extra thickness of the base make the Presto Glass Disc as safe to handle as an ordinary transcription.

Recording Engineers tell us that Presto glass discs give a better quality of reproduction, less surface noise because of their extra smoothness and rigidity. They are worth trying at your station. Ask your distributor for a sample shipment today.

IMPORTANT NOTICE: If you are using Presto recoated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types. You will receive a thin mat without charge with your first order for Presto Glass Discs.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone: ATLANTA, Jack 4372 • BOSTON, Bel. 4510 • CHICAGO, Har. 4240 • CLEVELAND, Mi. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wil. 4218 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yo. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Sher. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Atlantic May Cut Commercials In Sponsoring Fall Football

Despite Eastern Oil Shortages, 77 Stations Signed For Sixth Season of College and Other Games

CONTINUING the sponsorship of Eastern football despite Federal restrictions on gas and oil consumption, Atlantic Refining Co., announcing that it has selected 77 stations to carry its 1941 gridiron schedule, has indicated that all product commercials may be eliminated and that institutional advertising and educational information alone may be used.

Mr. Rollins

Play-by-play will be carried on stations in the company's marketing area, ranging from New England to Florida along the Atlantic seaboard and West through Ohio. Games of leading colleges, pro teams and some high school teams will be carried, including Princeton games for the first time. The 1941 schedule will be the sixth undertaken by Atlantic through its agency, N. W. Ayer & Son, Philadelphia.

While the exact list of games has not yet been announced, and stations in Watertown, N. Y. and Reading, Pa., not yet selected, the Ayer agency reports that the schedule to be sponsored will be the largest to date.

Games to Be Covered

The Atlantic schedule will involve more than 1,650 station hours of time, covering games of 27 colleges, two teams of the National Professional League and four high schools. The college list includes Princeton, Yale, Pennsylvania, Brown, Boston, Holy Cross, Colgate, Syracuse, Cornell, Villanova, Temple, Penn State, Carnegie Tech, Duquesne, Ohio State, Virginia, Wake Forest, North Carolina State, Duke, Georgia Tech, Florida, Muhlenberg, Lafayette, Franklin & Marshall, Dickinson, Delaware and Gettysburg.

Professional games will include those of the Philadelphia Eagles and the Pittsburgh Steelers. The high school games will be those of Hazleton, Wilkes-Barre and Allentown, in Pennsylvania, and Watertown, N. Y.

Announcers' School

Most of the schedule will fall during the seven-week period from Oct. 4 to Nov. 22 although games have been scheduled before and after those dates. Some of the games will be carried on special hookups including as many as 25 stations.

As in previous years, the announcers selected to handle the games will be given a period of schooling to familiarize themselves with the new rules and develop a uniform style to enable listeners t tune from one game to anothe without missing any of the detail of play. Ayer plans again to con duct an announcers' school unde the direction of Les Quailey, ho the list of selected announcers an the place and time of the schoo have not yet been chosen.

May Eliminate Commercials

In announcing approval of th 1941 football schedule, Joseph E Rollins, Atlantic advertising man ager, pointed out that the compan was undertaking this advertisin program in spite of gasoline an furnace oil shortages which ha already required the closing of a filling stations in the East from p.m. to 7 a.m. daily.

"It is quite possible," Mr. Rolli said, "that it will be necessary eliminate all product commercia from these broadcasts, because our inability to supply new cu tomers or meet more than the min mum needs of present customer In that event we plan to use pa of the time that would otherw have been devoted to commercia for educational messages to th public, advising them how to co serve gasoline and furnace oil a a patriotic duty in the press emergency. It is possible that th remainder of the commercial tim would be used for recruiting a peals for the Army, Navy and M rine Corps, and for other Gover ment appeals, as well as for oth purposes of a patriotic nature, su as the United Service Organiz tions etc.

"The educational phase would a continuation of the type of infl mative advertising we have be doing in newspapers this summ When the possibility of a gasol

Jumpin' Jive

CINCINNATI radio police had a double feature last week. The master set for receiving WKDU, the police shortwave station, got tired of "Car 26 call your station" and decided to mix a little swing with the business of policing. Consequently, the cops heard something like this—"Car 813, investigate a—Hey, Daddy, I want a brand new car, champagne, caviar"—the latter in best jive style. After officers at the Central station had enjoyed their calls mixed with music from Bill "Pappy" Wells and his WCKY *11:15 Club* for awhile, police engineers found that a bad adjustment was causing the master receiver at the Central station to pick up WCKY as well as WKDU.

and oil shortage became imminent as a result of the Government's transfer of tankers to Great Britain, the danger of misunderstanding was evident, unless the facts of the situation were clearly presented to the public. In order to obtain the full cooperation of our customers, we have been using advertising to explain the reasons for the shortage, and to urge various efficiencies in car and furnace operation which would reduce the needs and thus help to offset the reductions in shipments of petroleum supplies to the Atlantic states."

List of Stations

The list of stations to carry the Atlantic schedule follows:

WNAC, Boston; WEEI, Boston; WICC, Bridgeport; WSAR, Fall River; WHAI, Greenfield; WTIC, Hartford; WDRC, Hartford; WLNH, Laconia; WLAW, Lawrence; WLLH, Lowell; WFEA, Manchester; WNBH, New Bedford; WELI, New Haven; WNLC, New London; WBRK, Pittsfield; WEAN, Providence; WPRO, Providence; WJAR, Providence; WSYB, Rutland; WSPR, Springfield; WMAS, Springfield; WATR, Waterbury; WBRY, Waterbury; WTAG, Worcester; WORC, Worcester.

WFBL, Syracuse; WHCU, Ithaca; WNBF, Binghamton; WGR, Buffalo; WIBX, Utica; WHEC, Rochester; WAGE, Syracuse; WGY, Schenectady; WOR, New York.

WSAN, Allentown; WEST, Easton; WGAL, Lancaster; WKBO, Harrisburg; WHP, Harrisburg; WORK, York; WDEL, Wilmington; WGBI, Scranton; WKOK, Sunbury; WBOC, Salisbury; WAZL, Hazelton.

WCAU, Philadelphia; WFIL, Philadelphia; WIP, Philadelphia; WBAB, Atlantic City; WTNJ, Trenton; WFBG, Altoona; WLEU, Erie; WWSW, Pittsburgh; KDKA, Pittsburg; WCAE, Pittsburgh; WBNS, Columbus; WTAM, Cleveland.

WFBR, Baltimore; WJEJ, Hagerstown; WTBO, Cumberland; WRVA, Richmond; WCHV, Charlottesville; WLVA, Lynchburg; WSVA, Harrisonburg; WBTM, Danville; WDBJ, Roanoke; WPTF, Raleigh; WBT, Charlotte; WMAZ, Macon; WRDW, Augusta; WSAV, Savannah; WFBC, Greenville; WJAX, Jacksonville; WDBO, Orlando, and WBIG, Greensboro.

Cliquot Adding

CLIQUOT CLUB Co., Millis, Mass. (Cliquot Club ginger ales and sparkling water), which began a transcribed one-minute spot announcement campaign in New England April 28, has been adding stations periodically, with 52 stations now being used throughout the country. Spots, titled *Cliquot Midget Minstrels*, are aired 5-10 times weekly. Entire list includes: WEEI WICC WNLC WLBZ WCSH WGAN WBZ WBZA WORC WTAG WJAR WPRO WCAX WSYB WLAW WREN WKBB WMIN KFAM KGCU KLZ WTMS KWG KRSC KVAN WDMJ WHDF WDBC WFPG WOKO WKNY WSAY WHP WFIL WRC WOL WRVA WDAN WMBD WCBS WGL WFBM KSO KSCJ KOWH WIBA KOH KSLM KMO WSOO WJMS KSRO. Agency is N. W. Ayer & Son, New York.

LOCALS seeking regional status with higher power, filing applications with the FCC last week, are WJW, Akron, proposing to go from 250 watts on 1240 kc. to 5,000 on 850 kc., and KRMC, Jamestown, N. D., seeking a change from 250 watts on 1400 kc. to 5,000 night and 10,000 day on 1540 kc.

MADE UP of 200 staff members of all three Wichita stations—KANS, KFBI, KFH—the newly-formed Mikerobes organization on July 24 sponsored a National Defense Dance at which a ton of aluminum pots and pans was collected in admission tokens. The executive committee of Mikerobes includes (l to r) Bob Kent and Leroy Stokely, KFBI; Grenville Darling, Justin Bradshaw, executive secretary, Kathleen Hite, KANS; Monte Tjaden, KFBI; John Speer, Vernon Reed, Eddy McKean, KFH. Entertainment at the dance was furnished by talent from the three stations, with music by Vern Nydegger's orchestra.

RCA Gross and Net Up In First Half of 1941

GROSS INCOME of RCA from all operations amounted to $72,136,304 during the first six months of 1941, representing a net profit after provision for taxes of $5,306,494. This compares with gross income for the same 1940 period of $56,559,704 and profit after taxes of $3,185,222. Gross increased by $15,729,477 and net profit by $2,121,272.

What the NBC networks contributed to the gross and net was not disclosed since the quarterly reports are not broken down by subsidiaries. Moreover, NBC no longer issues time sales figures as formerly.

The board of directors ordered quarterly dividends of 87½ cents per share on first preferred stock, $1.25 per share on "B" preferred. After payment of $1,609,779 in preferred dividends, earnings applicable to common stock were equivalent to 26.6 cents per share, compared with 11.3 cents in the first half of 1940.

In St. Louis

KSD

BASIC NBC RED NETWORK

19th Year of Continued Listener Preference

MORE THAN 30,000 NEW JOBS WITHIN A YEAR

Will be created by primary defense contracts, with more than 150 firms in metropolitan St. Louis participating and with wage increases from 25% to 50%.

Estimates by St. Louis Chamber of Commerce

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

Radio Listening is Top Recreation

Roper Survey Puts Radio Above Newspapers Other Pursuits

LISTENING to the radio is the favorite recreation of the average American citizen, who spends three hours and eight minutes daily at his receiving set and who prefers radio to newspapers as a source of information, according to a nation-wide survey conducted last February for NBC, CBS and the NAB by Elmo Roper, director of the *Fortune* Magazine surveys.

In his study of public opinion regarding radio, Dr. Roper made a total of 5,208 personal interviews, scientifically distributed by age, sex, economic level, geographic divisions and size of city—the *Fortune* technique—enabling comparisons with answers to the same questions on previous *Fortune* surveys to measure changes in public opinion about radio.

Radio for News

Six questions were asked. The first: "From which source do you get most of the daily news—the newspapers or radio news broadcasts?," evoked answers showing that radio is 26% more popular than the press, with 39% of the people getting their information from radio and 31% from newspapers, while 26% are evenly divided between the two. A similar poll taken in August 1939 found 64% mentioning newspapers and only 25% radio, indicating a gain of 56% for radio and a loss of 52% for newspapers in the intervening year and a half.

Women depend upon radio for news slightly more than men and younger more than older age groups. Even in cities of over 1,000,000 population, with their metropolitan dailies, radio is preferred by 34%, while 31% prefer to read their news; in towns of under 2,500 radio is the news choice of 44% to 27% for newspapers. In the top economic level, newspapers are more popular than radio—36% to 30%—but the preference is tied at 33% in the B level and for the C and D and Negro groups radio is greatly preferred.

"Which of these recreations do you enjoy most?" was the second question, followed by a list of nine recreations: going to movies, listening to radio, reading newspapers, reading books and magazines, playing cards and indoor games, playing outdoor games, watching sporting events, hunting or fishing, legitimate theatre. The answers prove radio to be America's No. 1 recreation, mentioned by 28% of the people interviewed, 47% more than going to movies, which was mentioned by 19%, while 14% mentioned reading magazines and books.

Youngsters Like Movies

The youngest age group (15-19) included in the survey ranked movie attendance first, with 33% of the mentions; playing outdoor games was second, with 15%, and radio listening third, with 14%. All other age groups placed radio listening first, as did all income levels except the A group, of which 22% mentioned radio while 23% mentioned reading magazines and books. Radio is the favorite sport in all localities except cities of over 1,000,000, where the movies got 25% of the mentions against 22% for radio.

A converse question, asking which form of recreation was least desirable, produced only 2% of the mentions for radio, the largest proportion mentioning playing cards and indoor games. These two questions were asked in a *Fortune* survey in October, 1937, when radio was first choice amusement with 19% (contracted to the 28% in 1941) and was mentioned as least desirable by 4% as against 2% this year.

Dividing programs into five types, the survey found that 98% of radio listeners listen to news, 89% to popular music, 89% to comedians, 85% to quiz shows and 69% to classical music. Quiz shows and classical music are somewhat more popular with women than with men. The younger group likes popular music, quiz programs and comedians more than older people but news and classical music has the same appeal to all age groups. News is the most popular type of program with all income groups and classical music the least popular.

Queried as to whether they were listening more or less since Jan. 1, 1941 (the survey was made in February of this year), people reported increased listening to all types of program except popular music, for which 62% reported unchanged listening, 10% increased listening and 16% decreased listening.

It is interesting to note that the teen-age group reported 26% more, 56% the same and 16% less listening to popular music between New Year's Day and February, a more-to-less ratio of two-to-one. This seemingly contradicts a general industry impression that the lack of ASCAP music on the air had been felt most keenly by the youngsters and that they had deserted radio for juke-boxes for their swing sessions, while their elders had increased their listening to popular music on the air with the return of so many favorites.

Based on his own estimate, the average American listens to the radio three hours and eight minutes a day. Women listen more than men (3:39 to 2:43) and listening decreases slightly with age —3:31 for the 15-19 group, 3:1 for the 20-29 group and 2:56 for the 40 and over group. (The NAB NBC-CBS survey of urban radio listening shows the daily *family* average listening as 4 hours and 1 minutes, not to be confused with the individual listening figures in the Roper study.)

Listening and Income Level

The time devoted to listening increases as the income level decreases: A group average is 2:42; B group, 2:54; C group, 3:14; D group, 3:25, with the Negro group matching the overall average of 3:08.

Listening to popular music accounts for more than one-third of the total listening time of 55% of the people, with the 15-19 age group percentage more than twice that of the 40-and-over group. The lower income groups devote more of their time to popular music than the upper brackets, but there is little variation among city size groups.

Riverside Grant Final

MODIFYING its previously announced proposed findings of fact and conclusions of last May 27 [BROADCASTING, May 26] the FCC last Tuesday adopted its order granting a construction permit for a new 1,000-watt station in Riverside, Cal., to the Broadcasting Corp. of America. Construction permit was amended to assign the frequency 1440 kc. instead of the originally proposed 1420 kc. Simultaneously the Commission finally denied the rival application of the Riverside Broadcasting Corp. for like facilities in Riverside.

WEED (Ky.) AIN'T NO DAISY FOR SALES!

Far be it from us to slash at Weed (Ky.)—but would *you* expect big business from such tiny towns (pop.: 75!)? Between you and us, the biggest concentration of people and purchasing power in all of Kentucky is in the lusty Louisville Trading Area—1,330,000 persons who, for instance, buy 46% *more* automobiles than the rest of Kentucky *combined!* . . . WAVE reaches every corner of this moneyed market—delivers *listeners* because it's the *only* NBC Basic Red Network source within 100 miles! When do we start for *you?*

LOUISVILLE'S WAVE

5000 Watts

970 K.C. . N.B.C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Most Listening On Sunday Nights

CAB Report Shows Thursday Is Best Among Weekdays

SUNDAY evening was the peak listening time last Winter, according to an analysis of the use of radio sets between October, 1940, and April, 1941, just issued by the Cooperative Analysis of Broadcasting. Report is based on more than 405,000 completed interviews with set-owners in the 35 cities regularly surveyed by the CAB, covering 390,000 half-hours of listening time which the study analyzes by hour, day, geographical location and income class.

Sunday is High

During the hours between 7 and 11 p.m., when most of the major network programs are broadcast, Sunday had the most listening, Saturday the least and Thursday most among the weekdays, as shown by the following table:

Day	*Average half-hour % of sets in use between 7 and 11 p.m.*
Monday	34.3%
Tuesday	33.9
Wednesday	33.2
Thursday	35.8
Friday	30.8
Saturday	28.0
Sunday	39.0

While variation in evening listening may be presumed to follow somewhat closely the spotting of the most popular programs, this does not hold true for the daytime hours, the interval between 9:30 a.m. and 5:30 p.m. when most of the serial programs are broadcast, generally on a Monday-through-Friday "across the board" basis. The variations shown in the following table must therefore "be ascribed to reasons other than differences in programs," CAB points out.

Day	*Average half-hour % of sets in use 9:30 a.m. to 5:30 p.m.*
Monday	17.8%
Tuesday	19.4
Wednesday	19.0
Thursday	18.5
Friday	18.7

Saturday morning listening trails that of the weekdays, but from 2 to 5:30 in the afternoon, Saturday leads the others. Sunday listening likewise lags until 5 p.m., after which it shoots far ahead of the rest of the week.

Geographical Breakdown

The geographical breakdown shows that during the weekdays the Southern average listening is higher than the other sections from 7 a.m. until 5 p.m. From 5 to 7 p.m. listening is highest in the Pacific zone; the Midwest takes the lead from 7 to 9 p.m. and the Pacific listeners regain it from 9 p.m. to midnight. On Sundays the Pacific region takes the lead in listening at 3 p.m. and holds it straight through until midnight. The breakdown by income groups shows the third level, Class C, consistently listening more than either the upper A and B groups or the lowest, D, group.

Since all data were derived from reports made by listeners in the cities covered by the CAB surveys, they are essentially urban and do not necessarily hold for rural listeners.

READERS VS. LISTENERS

Chicago Survey Compares News-Assimilating Habits Via Radio and Newspapers

THE typical radio news listener and the typical newspaper reader are defined in capsule fashion by James Douglas Johnson, public relations department, U. S. Naval Training Station, Great Lakes, Ill., as part of a master's thesis in journalism, Medill School of Journalism, Northwestern U.

Mr. Johnson made an extensive study of newspaper reading and radio news listening in the Chicago area. He classified listeners by sex, age, educational and occupational background in conducting his extensive study. In all, he asked 45 questions.

The typical radio news listener and newspaper reader is described as between 20 and 50 years old, with an average education being of a grade school level.

Average Listener

The Chicago radio news listener, the thesis says, "is both regular and occasional in his listening. One or two radios supply his home with 30 minutes of broadcasts. He listens with two other people from 6 to 9 in the morning and 6 to 12 in the evenings on Weekdays, 6 to 12 at night on Saturday, and 3 in the afternoon to 12 at night on Sunday.

"Stations WMAQ and WGN are his first preferences, with WBBM following closely as the radio news sources most frequently tuned. He hears international, national, Washington, and sports news the most; he sometimes tunes out market, household, sports, and international or state news. Commentators are his first choice as a method of presentation, and he gives the news his complete attention. There is some propaganda on the air, he believes, but it is not comparatively great. H. V. Kaltenborn, Raymond Gram Swing, Boake Carter, and Elmer Davis are his favorite news broadcasters."

The newspaper reader, the thesis finds, "reads two daily newspapers regularly in his home. Most of his reading is done from 6 to 9 in the morning and evening, both Weekdays and Saturday; Sunday he reads from 9 in the morning to 3 in the afternoon. His favorite papers are the *Chicago Tribune* and the *Daily News* in which he reads international, national, local, and sports news in that order. He sometimes skips market, household, sports, and state news.

WHAT MAKES A PERSON WRITE A LETTER LIKE THIS . . . ?

ARMOUR AND COMPANY
GENERAL OFFICES: UNION STOCK YARDS
CHICAGO, ILLINOIS
ADVERTISING DEPARTMENT

June 12, 1941

Mr. Gunnar O. Wiig, Manager
Radio Station WHEC
Rochester, N. Y.

Dear Mr. Wiig:

We want to congratulate you folks on the fine record you set on the TREAT TIME chrysanthemum offer. On a cost basis, WHEC ranked at the very top among all 51 stations broadcasting our TREET program.

You can be proud of this record. And to us, this is further evidence that your excellent cooperation is a big factor in the effectiveness of our Rochester advertising.

With very best wishes, we remain

Cordially yours

ARMOUR AND COMPANY

Clair Heyer

CLAIR HEYER

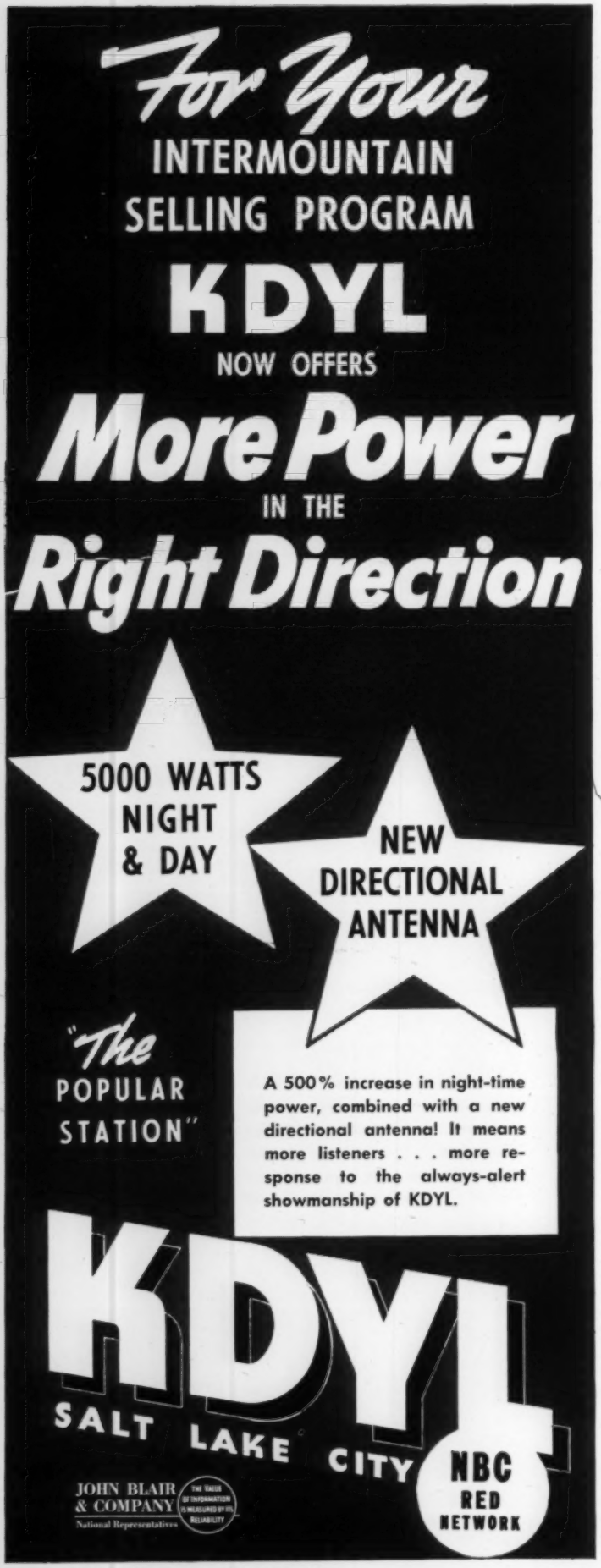
CH:rr

SPONSORS themselves write WHEC fan mail because the ordinary human,—*like the crusty admiral*,—gets a kick out of a genuine opportunity to run up the "well done" signal. Judging by our files, WHEC'S "most action per dollar performance" inspires sponsors, time-buyers and account executives with that real enthusiasm which prompts them to take pen in hand (*some even telegraph*).

Is WHEC on *your* list for Fall?

Representatives: **Paul H. Raymer Co.**
New York Chicago Detroit San Francisco

WHEC
ROCHESTER, N. Y. BASIC CBS



Quaker on NBC-Red

QUAKER OATS Co., Chicago, on Sept. 8 will start a weekly half-hour comic-dramatic program on 51 NBC-Red stations. Program, which will originate from Chicago, will be heard Mondays at 9:30-10 p.m. Contract is for 26 weeks. Title of the show and cast has not been set, according to the agency, Ruthrauff & Ryan, Chicago.

Local and Two Regionals Set

Greensboro, Findlay, Warren Are Awarded New Facilities

GRANTING of new daytime regional outlets in Greensboro, N. C., and Findlay, O., as well as a new local in Warren, O., was announced by the FCC last Tuesday.

The Greensboro construction permit, granted subject to such rules or action as the Commission might hereafter adopt or take with regard to multiple ownership, was issued to the Greensboro Broadcasting Co. Inc., to operate with 1,000 watts daytime on 980 kc. Principals are Ralph E. Lambeth, engaged in the furniture business in Thomasville, 40% stockholder; Helen M. Lambeth, 24% owner of WMFR, High Point, N. C., 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, 20%. The latter two are parents of Ralph E. Lambeth. The conditional multiple ownership clause was due to the fact that WMFR serves practically the same area as the new regional, according to the FCC.

Principals in the Findlay grant to the Findlay Radio Co. for a 1,000 watt daytime station on 1330 kc. are Fred R. Hover, retail druggist, 59.2% stockholder; Grace L. Ingledue, former radio instructor at Louisiana State U, 33.2%; Herbert Lee Blye, attorney and one time owner of WBLY, now WLOK, Lima, O., 1.3%; Clyce W. Oxley, 1.3%; Wilmer Bayer, 1.3%; and eight other individuals holding the remaining stock.

The local in Warren was authorized to the partnership of Perry H. Stevens, an Akron lawyer, and Frank T. Nied, merchant, under the name of Nied & Stevens. Station will operate on 1400 kc. with 250 watts fulltime.

Dames Intensifies

COLONIAL DAMES Corp., Los Angeles (cosmetics), during an intensive six-week campaign ending in early September, is currently using from one to five spot announcements daily on eight West Coast stations—KNX KMPC KIEV KFVD KSFO KOIN KRSC KIRO. Firm also sponsors a weekly five-minute narrative program, *Find the Woman*, on 7 CBS Pacific Coast stations — KNX KARM KSFO KROY KOIN KIRO KVI. In addition, thrice-weekly participation, every other week, is used on Knox Manning's *11 P.M. News* on KNX. Agency is Glasser-Gailey & Co., Los Angeles.

Plans For ACA Awards Are Mad

Canadian Agencies Solicite To Aid Selecting Nominees

THE AWARDS Jury of the Ass of Canadian Advertisers has i vited the assistance of every adve tising organization in the Dominio in nominating persons for the fir ACA advertising awards, accor ing to an announcement made la week by Althol McQuarrie, secr tary-manager of ACA.

Decision to make the awards wa made last November at the annu ACA meeting. The Association wa on record as believing that Ca nadian men and women who hav made noteworthy contributions t the industrial and commercial de velopment of the Dominion shoul receive some tangible recognitio Accordingly, a series of for awards was established providin a gold medal for the most outstan ing contribution to Canadian ad vertising made by an advertisin manager, advertising agency exe utive, artist, publisher or othe media representative; a silve medal for an outstanding contrib tion by an advertising manager member of an advertising depar ment; a silver medal for an ou standing contribution to Canadia advertising by an agency executi and a silver medal for an outstan ing contribution by a media exec tive.

In his announcement, Mr. M Quarrie stressed that the plan do not call for entries in an adverti ing contest, rather, the awards a to be made to individuals on th basis of providing recognition to job well done. Nominations shoul be addressed to Mr. McQuarri 1024 Federal Building, Toront The presentations will be made a the annual dinner of the ACA to b held in Toronto, Oct. 31.

The awards jury, which wi make the selections, consists of:

H. H. Rimmer, advertising man ager, Canadian General Electric; I E. Jones, advertising manager, Ge eral Foods Ltd.; J. W. Thain, dire tor of A. McKim Ltd.; J. M. Leck secretary, Poster Adv. Assn. of Ca ada; Aubrey Burrows, vice presider *Canadian Transportation*, vice pre dent, director, Canadian Nation Newspapers and Periodicals Assn W. J. Motz, managing director, *T Kitchener Record*, president, C nadian Daily Newspapers Assn Harry Sedgwick, president of CFR Toronto, representing Canadian Ass of Broadcasters; G. V. Charters, ma aging director, Canadian Week Newspapers Assn.; Ivor Lewis, pu licity supervisor, T. Eaton Co. Ltd R. W. F. Capel, art director, Rap Grip & Batten Ltd.

Quiz Kids' Movies

THE QUIZ KIDS on Aug. 16 will t to New York for the filming of t second of a series of six movie shor by Paramount Pictures at the Aster L. I. studios. On Aug. 20, the Qu *Kids* program, sponsored by Mi Labs., Elkhart, on NBC-Blue, w emanate from New York for the s broadcast only. The premiere of t first *Quiz Kids* movie short will h held in Chicago Sept. 3 at the Ch cago Theater, and the broadcast th evening will be direct from the sta of the theater.

WWVA, KVOO Given 50,000 WATT GRANTS

OPERATION with maximum power of 50,000 watts for WWVA, Wheeling, and KVOO, Tulsa, on 1170 kc., using directional antennas, was authorized by the FCC last Tuesday, clearing up a complication existing since the Havanna Treaty reallocation last March.

KVOO was granted a construction permit to increase its power from 25,000 to 50,000 watts day and night, with an increase in hours of operation from simultaneous day, sharing night with WAPI, Birmingham, to fulltime, with a directional antenna for night use on 1170 kc.

WWVA was granted an increase in power from 5,000 to 50,000 watts fulltime, in lieu of simultaneous day, sharing night, with WOWO, Fort Wayne, along with a directional antenna for day and night use. This grant, however, was made subject to such rules or action as the Commission might adopt or take with regard to multiple ownership of stations, in view of purported duplicating service with WMMN, Fairmont, W. Va., also owned by the George B. Storer interests.

SENATOR Arthur Capper's *Topeka Capital* and Oscar Stauffer's *Topeka State Journal* have combined plants under a joint operating company known as Topeka Newspaper Printing Co., of which Senator Capper is president. Operation of WIBW, Capper-owned station in Topeka, is not affected by the deal.

UNITED PRESS LISTENS IN

Press Service Maintains 12-Man Monitoring Post, Started on Small Scale in 1933

CORNER of the United Press listening post at Valhalla, N. Y., showing the radio instrument panel and a high-speed teletypewriter linking the post with New York headquarters of the wire service. Chief Operator R. F. Mead is shown at the control panel.

UNITED PRESS revealed last week a hitherto rather well-kept trade secret, that for the last eight years it has maintained a wireless receiving station and shortwave listening post in Valhalla, Westchester County, New York.

The post, claimed to be one of the biggest non-commercial, wireless receiving stations in the United States, is manned 24 hours daily, seven days weekly, by 12 operators and monitors. It is equipped with nine selective receivers and various types of recording equipment.

The station has been built up gradually, starting with one operator, one receiving set and one small aerial in 1933. However, before the war started in 1939 the post was staffed twenty-four hours daily.

In 1933 the only duty of the first United Press operator in Valhalla was to copy one special, fixed-time United Press broadcast from Paris in international code, and one fixed-time United Press voice broadcast from Madrid. Now the post receives scores of special United Press broadcasts daily from six European capitals, besides monitoring dozens of daily shortwave voice and code propaganda broadcasts from 15 to 20 capitals scattered around the world.

A high-speed printer circuit connects the listening post with New York UP headquarters. On days of heavy European news this circuit has carried as much as 40,000 words of copy from Valhalla to New York. There cable editors prepare a small fraction of the total wordage for distribution to regular clients, supplementing the basic United Press foreign report, which reaches New York through the normal, commercial communications channels.

United Press Valhalla headquarters are in a farm house. The surrounding acres are dotted with all types of receiving antennae.

Fleischmann Spots

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), on August 18 will start a spot campaign of 10 one-minute transcribed dramatized announcements weekly on 29 stations. Contracts run until September 26. Kenyon & Eckhardt, New York, handles the account.

GHOSTS WALKING CONSTANTLY...

First Checks Go Out Today Under 4 Payday Plan

80,000 Federal Workers to Get Part of Salaries

With scarcely a creak in the governmental machinery, the first checks under the four-payday-a-month system for Federal employes went out today.

The Disbursing Office of the Treasury, where the actual work of payday-a-month plan goes ...day that 80,000 ...ting

The spending jam got so bad when the 210,000 government employees in Washington were paid their $17,500,000 *twice* a month, that the government finally had to work out a plan to pay FOUR TIMES A MONTH.

In addition there are 200,000 *private* employees in Washington who get up to counters day in and day out to spend their $23,000,000 a month or $5,300,000 a week.

Yes, Washington is crowded these days—thousands of new federal employees and, as a consequence, thousands of new private employees. Office space and homes are at a premium, and spending is hitting new highs day after day.

The "Ghost Can Walk" for YOU, too, if you act now to reach these spenders through

980 KC.
5,000 WATTS
NBC
RED NETWORK

WRC

TRANS-LUX BUILDING • WASHINGTON, D. C.

Represented Nationally by NATIONAL BROADCASTING CO.
Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

Dallas Ad League Award Presented to TQN Show

WINNER of the Dallas Advertising League quarterly award as the best radio program has been named as *The Music Parade*, sponsored Sundays on WFAA, Dallas, and the Texas Quality Network by Employers Casualty Co., Dallas. Now in its seventh year, it is the oldest consecutive program on TQN.

On moving the locale of the program into the new auditorium studio of WFAA last June 22, *The Music Parade* was increased from a quarter-hour to a half-hour in length. Agency is Ira E. DeJernett Adv. Agency, Dallas.

WLAP, Lexington, Ky., has applied to the FCC for a shift from 250 watts on 1450 kc. to 1,000 on 610 kc.

AFA and AAAA Assail Proposed Tax On Radio and Billboard Advertising

BOTH the American Assn. of Advertising Agencies and the Advertising Federation of America have addressed letters of protest against the proposed taxes on billboards and radio time sales provided in the House version of the 1941 Revenue Act, designed to produce over three billion dollars to help defray expenses of the defense program.

John Benson, president of the AAAA, wrote Chairman Robert L. Doughton of the House Ways and Means committee, which wrote the bill: "We hold no brief for the radio or the outdoor medium as such, in making this protest. What we deplore about the proposed tax is the burden it imposes upon advertising itself, and hence upon the cost of distribution of consumer goods. Advertising is but one of several forms of selling and is often used to facilitate personal sales effort. A manufacturer uses advertising when he thinks it is cheaper than any other form of selling or wants to economize the time and effort of his salesmen."

Mr. Benson declared that the argument that the tax is not imposed on advertising itself is fallacious. "The radio tax," he said, "will be imposed on the commercial or advertising portion of the broadcasting, and not upon the noncommercial entertainment of sustaining programs."

Mr. Benson's letter was placed in the *Congressional Record* on Aug. 4 by Rep. Youngdahl (R-Minn.).

Charles E. Murphy, AFA general counsel, wrote Mr. Doughton that his organization considered the tax "harmful to the economy of our nation and detrimental to our well-established system of distributing consumer goods."

"Business uses advertising", Mr. Murphy wrote, "to maintain and increase its outlets for goods. Unless such outlets are maintained and increased during the coming years, the expanded income on which taxes are based will not be forthcoming. Nothing should be done, therefore, to cripple the merchandising machine that produces income, and a tax on advertising will bring that very result".

NBC STATION

WTCN

ST. PAUL — MINNEAPOLIS

programs please all listeners!

- QUIZ
- FARM
- NEWS
- CHURCH MUSIC
- CHILDREN'S PROGRAMS
- CIVIC ENTERPRISES
- EDUCATIONAL
- DANCE MUSIC
- VARIETY
- SPORTS
- OLD TIME MUSIC

It's the Northwest's Most Popular Radio Station . . . a Good Place to Invest Your Advertising Dollars

FREE & PETERS, INC., *Exclusive National Representatives*

New York Chicago Detroit Los Angeles San Francisco Atlanta

WMC Gets 5 kw. Night; KWOS Shifts Frequency

WMC, MEMPHIS, was granted an increase in night power from 1,000 to 5,000 watts, with a directional antenna for night use, in a decision announced last Tuesday by the FCC. The station, operating on 790 kc., was given the grant subject to "such rules as may be adopted by the Commission as might affect licensee's ownership of said station". These related both to the FCC's inquiry into the propriety of newspaper ownership of stations, WMC being operated in conjunction with the *Commercial Appeal*, as well as the question of multiple ownership involved with WMPS, in that city.

KWOS, Jefferson City, was granted a modification of license to change frequency from 1340 to 1240 kc., with 250 watts fulltime.

Caught in Contest

JAMES SIRMONS, chief announcer of WFMJ, Youngstown, recently married Virgina Gorgas, whom he met when she entered the television contest staged during the RCA television show in Youngstown last April. Miss Gorgas, however, failed to win a contest prize.

CURE FOR MIKE FRIGHT is suggested by members of the NBC Chicago engineering department who tried it out on Announcer Charles Lyon, author of an article on "How To Become An Announcer". When Lyon reported for a scheduled newscast, he found that the engineers had encaged him with 14 mikes and piece of iron pipe to be used in emergency.

PRO GUIDE
Army Issues Radio Primer To Help Cut Red Tape

A NEW radio guide for Army public relations officers has been issued through the office of Edward M. Kirby, civilian radio advisor to the Bureau of Public Relations of the War Department. The "primer", supplying factual tips in proper procedure and application of radio in Army activities, is designed to aid in cutting some of the red tape incidental in the past to broadcast-military operations.

The 48-page manual urges all public relations officers to immediately establish radio staffs to utilize the "limitless potentialities of radio broadcasting". Instructions on the organization of a radio staff as well as the formulation of a radio policy, are included. Along this line, the War Department policy on radio is clarified with a statement originally released by the department April 26. In addition, the guide prescribes the form for commercially sponsored programs emanating from camps, suggestions for Army features and other program tips.

Waring Salutes WWJ

DURING the week of August 18 when WWJ, NBC-Red Detroit outlet, celebrates its 21st birthday Liggett & Myers Tobacco Co., New York, is sending its NBC-Red program featuring Fred Waring's orchestra for Chesterfields to Detroit to originate from the Masonic Temple Auditorium there. Waring made his own radio debut over WWJ, and plans to broadcast special salutes to the station on his programs.

JAMES F. HOPKINS, operator of WJBK, Detroit, has asked and received permission from the FCC to dismiss his application for a new 1,000-watt station on 1600 kc. in Ann Arbor, Mich., home of the U of Michigan.

Subpoena Power Will Be Tested

FCC Jurisdictional Question To Be Argued Aug. 11

A TEST of the FCC's jurisdiction to subpoena witnesses in an inquiry looking toward issuance of new regulations, such as that involved in the newspaper-divorcement proceedings, will be inaugurated Monday, Aug. 11, before Judge James W. Morris, of the Federal District Court in Washington, under proceedings initiated by the FCC at the close of the first phase of its newspaper inquiry July 25.

After James G. Stahlman, publisher of the *Nashville Banner* and former president of American Newspaper Publishers Assn., failed to appear as subpoenaed July 25, the Commission instructed its law department to take appropriate legal steps to enforce its subpoena. Similar instructions were given in connection with the non-appearance of Edwin S. Friendly, business manager of the *New York Sun*, but thus far no court suit has been instituted.

FCC Gets Order

On July 26, the FCC procured from Judge Morris an order to appear in court Aug. 11 to show cause why he did not heed the subpoena. Oral arguments will be heard by the Judge, it is understood, with Telford Taylor, general counsel, and Thomas E. Harris, assistant general counsel, appearing for the FCC. Elisha Hanson, general counsel for ANPA and Lieut. Comdr. Stahlman's attorney, will argue against the order, on the ground that the FCC is without jurisdiction to proceed, plus possibly certain technical shortcomings in the subpoena procedure.

The case, it is understood, is regarded as a test on both sides. It is expected an appeal to the Supreme Court ultimately will be sought either by the Government or in Lieut. Comdr. Stahlman's behalf. Either way, the lower court decides, Lieut. Comdr Stahlman is on active duty in the public relations branch of the Navy.

Whether the Commission also will proceed against Mr. Friendly in the New York jurisdiction has not been disclosed. It is entirely possible, it was thought, that the Commission will await disposition of the Stahlman proceeding before undertaking litigation in the New York jurisdiction.

The newspaper hearings were recessed until Sept. 17, after five days of hearings held over a two-week period.

Mrs. FDR Starts Sept. 28

PAN-AMERICAN COFFEE BUREAU, New York, will start sponsoring commentaries by Mrs. Franklin D. Roosevelt on Sept. 28, instead of Oct. 5, as previously announced. Program will be heard on 122 NBC-Blue stations, Sundays, 6:45-7 p.m. Agency is Buchanan & Co., New York.

RADIO'S PLACE FOR THE BLIND

Established When Sightless Floyd Qualls Took Over KBIX Continuity

CONVINCED that radio had a made-to-order place for those unfortunates who live in a world of perpetual darkness, Floyd Qualls, blind since an accident at the age of 14, approached O. C. Benjamin, manager, and Bill Selah, program director, of KBIX, Muskogee, Okla., last April and explained his convictions.

It was his belief that the blind, since they were largely dependent on the radio for information and recreation, were more sensitive to the needs of radio copy-writing than others. So impressive was his reasoning that on April 14 he was added to the continuity department of KBIX.

Qualls wasted no time in proving his beliefs. Today it is a common sight to see the tireless Qualls, now head of the continuity department, with his Seeing-Eye dog, "Lottie", daily visiting the offices of advertisers. His routine is interesting. While discussing problems with the advertisers, Qualls makes notes in Braille. Upon his return to the station he writes out the complete ad in Braille and types out regular copies for the announcers, affixing a Braille summary to facilitate identification for himself.

Style Clicks

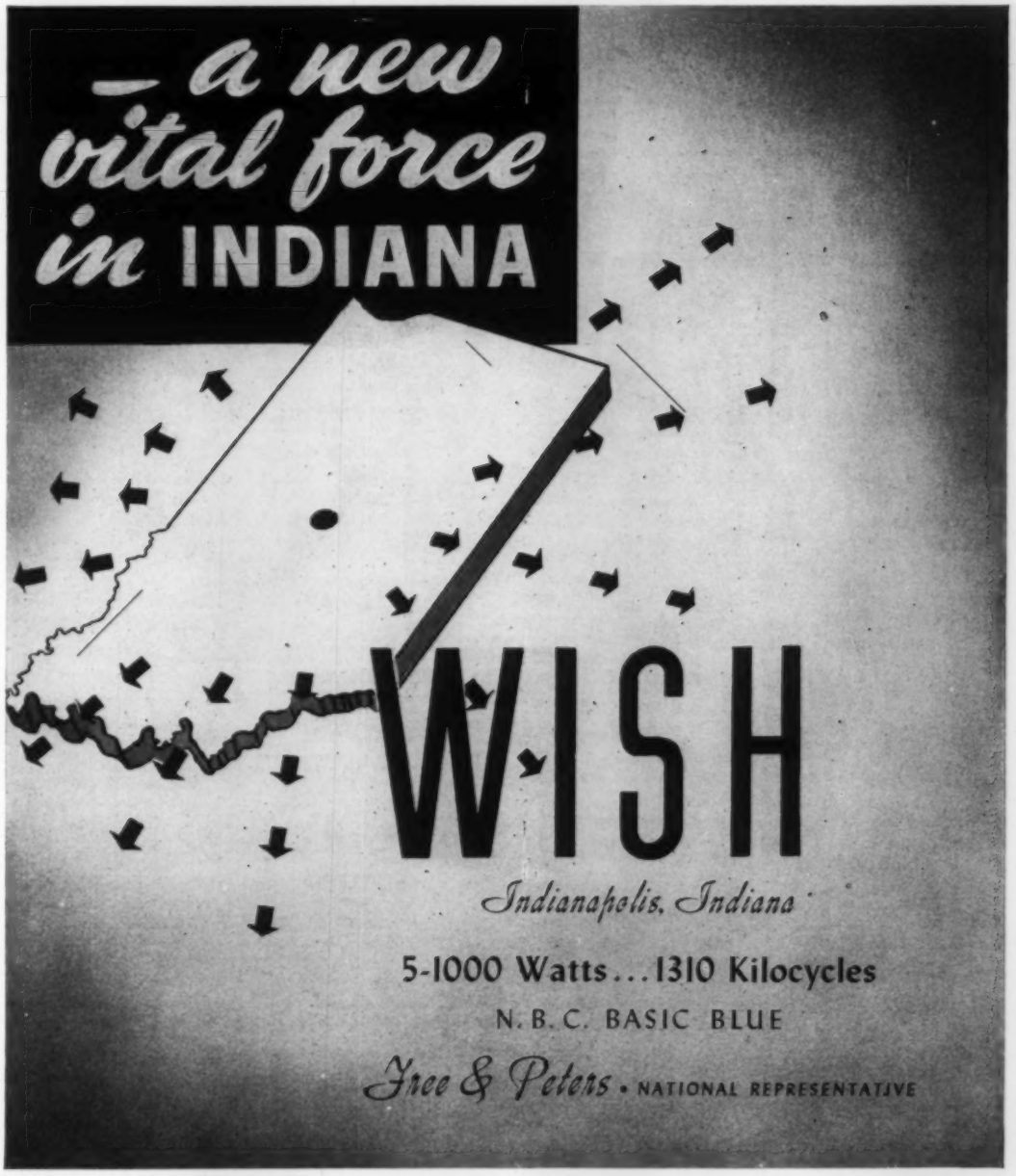
His formula has proved a success with all. Advertisers are pleased with the sparkle and punch of their ads, and the staff announcers all agree that his copy reads as easily and naturally as any they ever have encountered.

Manager Benjamin summed it up this way:

"Our experiment has proved conclusively that individuals handicapped as Floyd Qualls is have a definite place in radio. It's our hope that his work here will enable others to obtain positions in a similar capacity with stations throughout the country. As far as I know, we are the first station to attempt anything of this nature, but we are not taking any undue credit for a noble experiment. Rather, we feel that other stations, as well as KBIX, should berate themselves for not investigating this opportunity for public service sooner."

Mail at All-Time High

AUDIENCE MAIL received by NBC during the first six months of 1941 reached an all-time high of 4,862,681 pieces, according to figures released by Ken R. Dyke, NBC promotion director. Audience yearly mail has only twice exceeded this six-month total—in 1934 and 1936, when the response for 12 months was 5,186,186 and 5,560,671 respectively. From January to June this year the total mail for sponsored programs was 4,027,261, for sustaining 835,420, as compared to last year's figures for the same period of 2,094,136 sponsored and 837,872 sustaining.


— a new vital force in INDIANA
WISH
Indianapolis, Indiana
5-1000 Watts...1310 Kilocycles
N. B. C. BASIC BLUE
Free & Peters • NATIONAL REPRESENTATIVE

KFH to Start 5 Kw. With New Transmitter, Studio

CULMINATING nearly a year of reconstruction, which included expansion and remodeling of studios in the York Rite Bldg. and installation of a new 5,000-watt Western Electric transmitter, KFH, Wichita, Kan., has announced that it will begin its new 5,000 watt fulltime operation within a few weeks.

Commemorating the occasion, the *Wichita Eagle*, which operates the station, published a special 10-page supplement to its regular Sunday morning edition of July 27, given over to pictures and stories of the entire KFH staff, along with artist's sketches of the new studio layout. KFH operates as a CBS outlet.

MacFadden Starts Garred

MacFADDEN PUBLICATIONS, New York (Liberty Magazine), through Erwin, Wasey & Co., that city, on Aug. 13 starts sponsoring *Bob Garred Reporting* on 5 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO), Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Contract is for 52 weeks. Bathasweet Corp., New York (Bathasweet), currently sponsors the program on the same list of stations, Tuesday and Thursday, utilizing similar network time. H. M. Kiesewetter Adv. Agency, New York, has the account. Soil-Off Mfg. Co., Glendale, Cal., (paint cleaner), in addition to those stations, also sponsors *Bob Garred Reporting* on KSL and KLZ, Saturday, 7:30-7:45 a.m. Placement is through Hillman-Shane Adv. Agency, Los Angeles.

Clapper Clippering

RAYMOND CLAPPER, columnist for the Scripps-Howard newspapers and Washington commentator for NBC-Blue, left for London by Clipper last Thursday. Clapper, who is heard weeknights with William Hillman, European director of *Collier's*, will broadcast from the British capital beginning Aug. 25. It is expected that he will do his regular series for one week beginning on that date. He plans to leave London Sept. 10. While he is away, NBC plans to use prominent Washington correspondents with a view toward discovering new talent among the newspapermen.

Movie and Radio Study Is Urged

Senate Proposal Provides For Committee Investigation

CHARGING that radio broadcasts and the movies are being used to spread pro-war propaganda, Senator Bennett Champ Clark (D-Mo.) and Senator Nye (R-N. D.) on Aug. 1 introduced in the Senate a resolution (SRes-152) calling for an investigation by the Senate Interstate Commerce Committee of the radio and motion picture industries to determine the extent of such activities.

Presaging swift action on the proposal, Chairman Wheeler, of the Interstate Commerce Committee, last Tuesday named Senator D. Worth Clark (D-Ida.) to head a subcommittee to consider the resolution. The subcommittee met informally last Thursday to set a date for the start of public hearings, but no announcement of a tentative hearing schedule had been made Friday beyond indication that hearings would not start until September, probably after Labor Day. Senator Bennett Clark indicated that he would press for early action on the proposal.

Text of the resolution follows:

Whereas the motion-picture screen and the radio are the most potent instruments of communication of ideas; and

Whereas numerous charges have been made that the motion picture and the radio have been extensively used for propaganda purposes designed to influence the public mind in the direction of participation in the European war; and

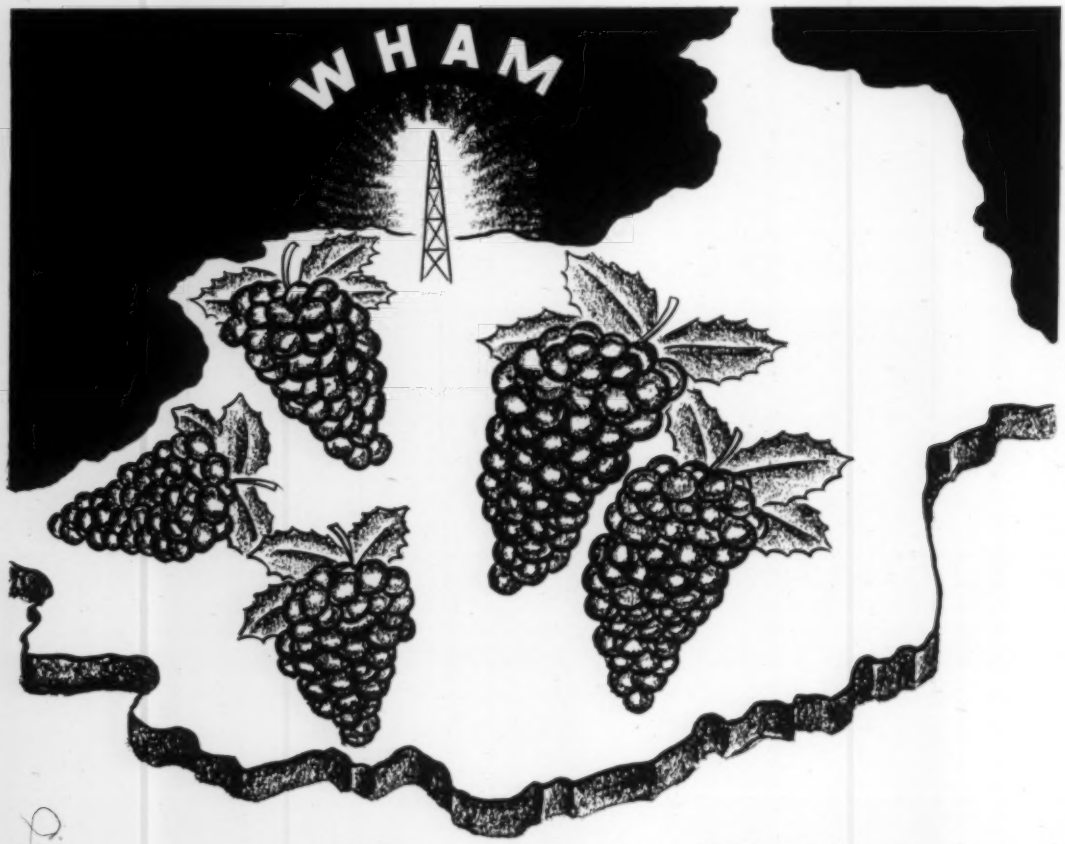
Whereas all of this propaganda has been directed to one side of the important debate now being held, not only in Congress, but throughout the country; and

Whereas this propaganda reaches weekly the eyes and ears of one hundred million people and is in the hands of groups interested in involving the United States in war: Therefore be it

Resolved, That the Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make, and to report to the Senate the results of, a thorough and complete investigation of any propaganda disseminated by motion pictures and radio or any other activity of the motion-picture industry to influence public sentiment in the direction of participation by the United States in the present European war.

The Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to obtain such facts as other Government agencies may have, and to secure the assistance of other Government agencies in the investigation hereby authorized.

For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-seventh and subsequent Congresses, to employ such experts, and clerical, stenographic, and other assistants, to require by subpoena or otherwise the attendance of such witnesses and the production and impounding of such books, papers, and documents, to administer such oaths and to take such testimony and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words.



Grapes are Ripening in WHAM land

All summer long the sun has been shining upon the rolling, vineyard clad slopes of WHAM land, storing up in the purpling grapes a rich harvest for the vineyardists. There will be a banner crop of the famous Western New York Tangy Wines and vitamin rich grape juices to pour purchasing power into the pockets of vintner, vineyardist and laborer alike.

Only with WHAM can you reach *all* of this profitable territory and all of the eighteen trading centers in which these prosperous folks spend their money. WHAM gives you, not just Rochester, not just Monroe County, but 43 prosperous counties of Western New York and Pennsylvania—all at approximately one-third the cost of localized coverage of the same area. For better coverage, WHAM with its 50,000 Watts and Clear Channel, is a better buy.

WHAM

Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

Clipper Craft Building on Radio

Trimount Clothing Co. Implements Spot With Network

WITH the signing of a contract last week for a series of NBC-Blue news commentaries by Raymond Clapper and William Hillman, Trimount Clothing Co., Boston, can add its radio success story to the annals of broadcasting—a tale of small, pioneer beginnings on the air, quick acceptance, expansion by leaps and bounds to its schedule this fall of a network program and spot announcements on more than 125 stations.

By 1938 Trimount had been established for 25 years as one of America's well-known manufacturers of moderate priced men's clothes, progressing satisfactorily with no advertising or promotional activities. In that year, Morris Shapiro, president of the company, first conceived the idea of the Clipper Craft Plan whereby individual clothing stores could meet the competition they faced from manufacturing-retail clothing chains.

CLIPPER CRAFT goes network but continues the spots which have been so successful in building up its business. Here Morris Shapiro, president of Trimount Clothing Co. (center) signs the NBC-Blue contract which will bring the Commentators William Hillman (left) and Raymond Clapper on 63 network outlets under Trimount sponsorship for the Thursday night edition of their *News Here & Abroad*, starting Sept. 25.

Clipper Craft Idea

In essence, the plan aimed to group together in a voluntary organization a large number of individual stores, and to extend to them the many economies and promotional advantages available to the larger chains. By cooperating with Trimount, the affiliate stores permitted the company to anticipate its fabric requirements for an entire season, and thus to buy at great savings when the market conditions were most favorable. The manufacturing schedule could be planned on an annual basis, avoiding "the sudden spurts of activity followed by dead lulls which are the bane of most manufacturers' existence". Employment stayed on a steadier basis, workmanship was less hurried, and the best designing talent could be hired.

The plan was an immediate success with stores and consumers alike, and by 1941 617 stores from coast to coast were affiliated with the scheme, unanimously declaring that "their most harassing problem had been solved"—that of offering moderate-priced suits comparable with those of the largest chain stores.

Radio Enters the Scene

Mr. Shapiro had been thinking about radio for some time as a means of doing more for stores selling the Trimount merchandise, but was faced with the fact that, according to the working of the plan, the manufacturer's markup was so small that no leeway was allowed for any promotional activities, aside from the basic cooperative newspaper advertising schedules. With a slight change in this arrangement, however, a method was worked out whereby a sufficient fund could be appropriated for the launching of a modest test campaign in the fall of 1940.

This modification was put into effect with the assent of the stores, and Clipper Craft's first spot announcement campaign started on five Eastern stations—WJZ, New York; WBZ-WBZA, Boston-Springfield; WGY, Schenectady; WHAM, Rochester; WTAM, Cleveland.

The announcements consisted of a brief theme song in a nautical vein characteristic of the clipper ship idea, followed by a short straight commercial giving the essence of the plan and mentioning a seasonable item in the Clipper Craft line. In order to tie in the announcements more directly with the local dealers, the length of each recorded spot was limited to 50 seconds, and a 10-second live tag giving the dealer's name and address was appended to each spot to complete the minute. This latter device also permitted a definite check on the campaign.

Response from the stores covered by these initial radio spots was so enthusiastic that Trimount undertook a considerably expanded campaign for the spring of 1941, using a total of 50 stations in all parts of the country for spot announcements, news programs and participations on musical programs. Emil Mogul Co., New York, is agency.

In the spots, a new character was introduced — "Clipper Tim", a yarn-spinning tar, who related his incredible adventures in song at the beginning of each announcement and tied in the commercial in the last verse.

Clipper Craft stores began buying transcriptions of the spots for use under their own sponsorship on local stations, and this fall will be using more than 50 stations.

Results Surpassed Hopes

A post-season survey of the effectiveness of the broadcasts, by means of a questionnaire to stores, revealed results far surpassing anything Trimount had hoped for. Of the stores answering the questionnaires, 86% reported increased sales definitely and directly traced and attributed to the broadcasts.

With all doubts removed as to the advisability of using radio for Clipper Craft clothes, Trimount went ahead with plans for its most ambitious campaign — sponsorship of *News Here & Abroad*, the NBC-Blue program featuring Raymond Clapper, Washington columnist and correspondent, and William Hillman, European Director of *Colliers*. Starting Sept. 25, the program will be heard Thursdays, immediately preceding the *Town Hall Meeting of the Air*, on 63 stations. Trimount also will sponsor spots on 15 stations.

According to the Mogul agency, the radio promotion "has dovetailed perfectly with all other aspects of the Clipper Craft Plan, and has provided the final necessary means of making it the outstanding success it has become. Of course, the plan was contingent on a sufficient volume of business, the necessary consumer acceptance and increase in demand having been provided by the radio advertising".

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

FAIRMONT

A Fort Industry Market

TIPS to Time-Buyers

Put this list of WMMN merits beneath your desk glass when you make up the budget book.

WMMN serves 1¼ million listeners.

WMMN is one of America's greatest mail-pull stations.

WMMN is a CBS affiliate.

WMMN has just been authorized to operate on 5000 watts nighttime (now 5 kw day, 1 kw night)

WMMN programs are slanted for those constant radio listeners of northern West Virginia, southwestern Pennsylvania, western Maryland and part of eastern Ohio.

JOHN BLAIR represents us

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

AGENCY Appointments

LIGHTOLIER Co., of New Jersey (lighting fixtures and lamps), to Al Paul Lefton Co., Philadelphia. The account will be serviced by the agency's New York office.

W. G. B. OIL CLARIFIER Inc., Kingston, N. Y., to Gray & Rogers, Philadelphia.

DE METS Inc., Chicago (candy), to Weiss & Geller, Chicago.

ILLINOIS TRAVELING MEN'S HEALTH Assn., Chicago (insurance), to Goodkind, Joice & Morgan, Chicago. Radio plans have not been formulated.

CALAVO GROWERS of California, Los Angeles (avocadoes), to J. Walter Thompson Co., Los Angeles, starting with 1941-42 fall season.

GILBERT APPLE PRODUCTS Co., Webster, N. Y., packers of apple and tomato juice, canned vegetables, etc., to Smith & Sweeney Inc., manufacturers representatives, as brokers for the metropolitan New York area. Erwin Wasey Co., is the agency.

RICHARD BROOKS, NBC writer-narrator, is author of a book of short stories, *Splinters*, some of which he has broadcast on NBC-Blue, which went on sale Aug. 1.

Johnson to MPRF

WALTER JOHNSON, West Coast radio department manager of Music Corp. of America, Beverly Hills, Cal., has resigned, effective Sept. 1, to become representative of the Motion Picture Relief Fund on the CBS *Screen Guild Theatre*, which resumes under sponsorship of Gulf Oil Corp. Sept. 28, Sunday, 7:30-8 p.m. (EST). Johnson will act as liaison between MPRF, Gulf Oil Corp., and Young & Rubicam Inc., agency servicing the account. He takes over duties formerly handled by Conrad Nagel. Johnson aided Screen Actors Guild in organizing the radio series three seasons ago. MPRF has established radio division offices in the Corrine Griffith Bldg., Beverly Hills, Cal., where Johnson will be headquartered. Associated with him will be Huntley Gordon and Jane Thompson.

TOM HARMON, currently winding up a starring assignment in the Columbia picture, "Harmon of Michigan," has been booked for a week's personal appearance at Chicago Theatre, Chicago, before taking over his new duties as sports director of WJR, Detroit, in early September.

TIMEBUYER Introducing

JOHN BERTRAM CRANDALL

HAD John Crandall, now New York timebuyer for Arthur Kudner Inc., followed his father's career, he might well be on the road to newspaper fame at this time. His late father, Joseph Crandall, was the well known New York journalist who at one time was managing editor of the *New York Sun*, later assistant managing editor of the *New York Herald Tribune*.

John did take a year's fling at newspaper work in 1934, handling a reporter's assignment for the *New York Herald Tribune*, but he eventually decided to enter the agency field, joining Benton & Bowles, New York, in 1935. While affiliated with this agency for the next five years, Crandall did practically everything but run the elevators. He worked two years in the marketing and media research department, later transferring to the outdoor buying field. From there to space buying and finally the radio department where he acted as assistant timebuyer on network and spot under the radio veterans Jack Latham and Bill Fagin.

In January, 1941, he joined Kudner as timebuyer, handling all radio accounts: U. S. Tobacco Co., MacFadden Publications, Buick, General Motors, Schick Electric Razor, Goodyear, Florida Citrus Commission.

Crandall has lived in Greater New York all his life, beginning in Montclair, N. J. in 1914, later traveling across the Hudson River to Jackson Heights, N. Y., where he now resides. Taking a mathematics and geology major at Colgate, John extra-curriculated with the Delta Upsilon boys, the college newspaper and college dramatics. His hobbies are tennis, bridge, golf, hunting and fishing with a dash of amateur dramatics on the side.

NEW YORK State Division of Commerce, Albany, newly created, has named Kelly, Nason Inc., New York, for 1941-42 to handle both tourist and industrial promotion. Plans will be announced shortly.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Pacific Coast representative of KFQD, Anchorage, Alaska, and KFMB, San Diego.

FCC Amends Rule On Studio Sites

TO PROHIBIT any possible misconstruction of its rules respecting the location of main studios of stations, the FCC last Tuesday announced adoption of amendments to its rules (Section 3.30 (b) and 3.31), specifying that the transmitter of a standard broadcast station shall be located so that the primary service is delivered to the "borough" or city in which its main studio is located and that the main studio may not be moved outside the borders of the "borough" or area in which it is located without first making written application to the Commission.

The revised language, it is understood, was adopted to prevent any technical construction of the language which might permit a station to move within a large metropolitan area. Such a situation, it is understood, arose in connection with the new WBYN, Brooklyn, constituting the consolidation of the four Brooklyn stations, which sought to move its transmitter to New York proper. Under the amended language, the main studio and transmitter must remain in the borough of Brooklyn.

The full text of the Commission's notice on the amendment follows:

The Chairman having determined the absence of a quorum of the Commission, placed into effect Administrative Order No. 3, for the day of Aug. 5, 1941, only, under which the following action was taken by a board consisting of Commissioners Fly, Chairman, Case and Walker:

Amended Sections 3.30(b) and 3.31 Rules Governing Standard & High Frequency Broadcast stations so that (1) the transmitter of each standard broadcast station shall be so located that primary service is delivered to the *borough* or city in which the main studio is located, in accordance with the Standards of Good Engineering Practice, prescribed by the Commission, and (2) the licensee of a standard broadcast station shall not move the main studio outside the borders of the *borough* or city, State, district, Territory, or possession in which it is located without first making written application to the Commission for authority to so move, and securing written permission for such removal. *The licensee shall promptly notify the Commission of any other change in location of the main studio.*

in Baltimore--

a new low rate on

WFBR

for afternoon hours (2 to 5):

5-fifteen minute periods, weekly

$192

Subject to dollar volume AND weekly rebates

Write for details or see the Petry representative

ECONOMICAL COVERAGE: 5,000 WATTS—FULL TIME

DAWN OF A NEW DAY
GOING MUTUAL OCT. 1

WFBR

National Representative: Edward Petry & Co.

KINY

"The Friendly Voice of the Capital"

KINY has better than 90% coverage of Juneau, Douglas, Skagway, Haines, Petersburg, Wrangell, and Sitka. And about 50% coverage of Seward, Cordova, Kodiak, and Valdez.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau-Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Agencies

MARGARET McARDLE, formerly of Blackett-Sample-Hummert, Chicago, has joined the timebuying department of J. Walter Thompson Co., Chicago, as secretary to Margaret Wylie, timebuyer.

GAIL ANDERSON, of the radio traffic department of H. W. Kastor & Sons, Chicago, on Aug. 10 was married to Bert Verner Sandstrom at New York Mills, Minn.

NEEDHAM, LOUIS & BRORBY, Chicago, expanding their office facilities, has moved from 360 North Michigan Avenue to the Field Bldg., 135 South LaSalle Street, where they have taken over the entire 38th floor. Telephone is State 5151.

DICK HETRICK, formerly on the radio production staff of Allied Advertising Agencies, San Francisco, resigned recently to go to Houston, Texas. Ray Lewis, free-lance producer, is filling the parttime post.

DON BASSETT, radio account executive of James Fisher Co. Ltd., Toronto agency, has resigned. No successor has been appointed.

LOGAN & ROUSE Inc., Los Angeles agency, has changed its firm name to Logan & Arnold, with Dudley L. Logan as president and Jerry C. Arnold executive vice-president. Headquarters are at 621 S. Hope St. Duncan Jennings has resigned as radio director of the agency to join *Sunset Magazine*, San Francisco, in an executive capacity.

TED DAHL Adv. Agency, Los Angeles, has been discontinued.

RALPH R. LEDDER, formerly account executive of Raymond R. Morgan Co., Hollywood, recently joined Barnes Chase Co., Los Angeles, in a similar capacity.

PETE BARNUM, radio production executive of Ruthrauff & Ryan, has returned to his New York headquarters after Hollywood conferences on the weekly half-hour CBS *Bob Burns Show*, scheduled to start about Sept. 19 under sponsorship of Campbell Soup Co.

DON BELDING, Los Angeles vice-president-manager of Lord & Thomas, and Pacific Adv. Assoc. president, has been elected to the local Chamber of Commerce directorate.

RUBEY COWAN, NBC New York program and talent sales department executive, is in Hollywood for conferences with Alex Robb, West Coast manager of that division.

HENRY STANTON, Chicago vice-president and manager of J. Walter Thompson Co., is in Hollywood for conferences with Danny Danker, the agency's Southern California vice-president in charge of radio.

BAKER Advertising Agency, Toronto, is moving to new and enlarged quarters at 522 University Ave.

L. A. Agency Merger

MERGER of the Southern California office of Sidney Garfinkel Adv. Agency, San Francisco, with Hillman-Shane Adv. Agency Inc., Los Angeles, has been announced by David Hillman, president of the latter firm. Donald Breyer, formerly manager of the Sidney Garfinkel Los Angeles office, has joined Hillman-Shane as vice-president. Personnel is being augmented, with the firm taking larger quarters at 846 S. Broadway to service its 34 local and national accounts. Under the affiliation, Sidney Garfinkel Adv. Agency of San Francisco and Hillman-Shane Adv. Agency retain their respective present names and corporate setups.

Schwab to Biow

LAURENCE SCHWAB, famed Broadway and Hollywood producer, has been named creative director of the Biow Co. radio department by Milton Biow, president of the agency. For the last year, at Mr. Biow's suggestion, Mr. Schwab has been making a survey of radio with a view toward correlating stage, screen and radio. Mr. Schwab assumes his new duties Aug. 15. Among the productions he has been associated with are, the Broadway hits, "Desert Song", "The New Moon", "Good News" and "Follow Through". In addition, he produced operettas for the St. Louis Municipal Opera for two seasons and produced three movies for 20th Century-Fox.

Mr. Schwab

DuMahaut Forms Agency

L. JEROME DuMAHAUT, for the last eight years commercial manager of CKLW, Windsor, Ont., has resigned to form his own agency in Detroit. Prior to his entrance into radio, Mr. DuMahaut spent more than nine years in the advertising departments of the *Detroit Times*, *Free Press* and *Mirror*. The new agency announces that it will offer a general service with a special radio department. Robert H. Powell, formerly of the Cleveland office of McCann-Erickson Inc., will be in charge of radio continuity. Offices have been opened in the David Stott Bldg. Telephone number is Randolph 9480.

Mr. DuMahaut

Eckart Picture Records

CHARLES ECKART, who formerly operated his own West Coast agency, has established headquarters at 250 N. Juanita St., Los Angeles, and is manufacturing a new type illustrated recording for radio premium and advertising purposes. On a cardboard base, with plastic coating, recordings are made in 5, 6½, 8 and 10-inch size. Each carries a photograph or drawing across the full face. Plastic transparent coating placed over the photograph is not the usual acetate as used on instantaneous recordings, says Eckart.

Producer . Director . Writer

FRITZ

currently producing

"HOLLAND HOUSEWARMING"

with Benny Goodman, Merle Oberon, Joan Bennett, Adolph Menjou, Don McNeill, etc.

(for Ruthrauff & Ryan)

"TREASURE ISLAND"

(for Blackett-Sample-Hummert)

Several Unusual New Shows Available

BLOCKI

913 BUENA AVE., CHICAGO

THE LANGUAGES ARE DIFFERENT . . . BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE

THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

PHILADELPHIA CASHIER
$1,713,000,000
Has been awarded the Phila. Industrial Area in Defense Contracts To-Date.
Are you getting any of this
$1,713,000,000
We can help you get your share of this added money which is being spent in the third largest market.
THIS IS OUR MARKET LET US TAP IT FOR YOU
★ ★ ★
WPEN
PHILADELPHIA
WPEN
5000 WATTS
Penna's Most Powerful Independent Station
950 KC

Congress Support Grows for New FCC Law

White, Sanders Bill May Get Hearings This Session

WITH RIPPER bills to rewrite the Communications Act pending in both houses, as Congressional sentiment to check the rampages of the FCC reached a new high, possibility of enactment of a new Communications Law at this session of Congress was foreseen in official Washington.

On the heels of the introduction of the White Bill (S-1806) on July 31, Rep. Jared Y. Sanders Jr. (D-La.) last Tuesday dropped into the House hopper a bill (HR-5497) generally following the theme of the White measure as to organization of the Commission, but proposing a series of studies looking toward suppression of FCC activities in fields not assigned it by statute.

The House bill was referred to the Interstate & Foreign Commerce Committee, where the matter of hearings proposed by Mr. Sanders, a newcomer in the field of radio legislation, will be considered probably within the next fortnight.

Hearings Seen Soon

Senator White's bill [BROADCASTING, Aug. 4], which won prompt and spontaneous support throughout the industry, now is pending before the committee. Following routine procedure, the bill was sent to the FCC for study, analysis and recommendation, with a reply expected within a week. Thereafter, the question of hearings and appointment of a subcommittee will be considered.

Because of increased interest of Congress, particularly on the Senate Interstate Commerce Committee, in radio regulation, aroused by the charges levelled against the FCC during the June hearings on the White Resolution, it is thought that hearings will be authorized. The chances for this are increased also since every indication is in the direction of a continuous session of Congress. Presumably, a subcommittee of five, comprising three Democrats and two Republicans, would be named.

Because of the interest of Chairman Wheeler (D-Mont.) in radio, it is entirely possible, it was pointed out, that he would assume the subcommittee chairmanship. Other Democrats regarded as likely appointees, in view of their active participation in the White Resolution hearings, might include Senators Hill of Alabama, Clark of Idaho, Bone of Washington, or Tunnell of Delaware. The two Republican members, it is thought, unquestionably would be Senator White, as author of the bill, and Senator Gurney, of South Dakota, himself a former practical broadcaster, who operated WNAX, Yankton.

No indication yet has been given as to disposition of the Sanders bill in the House. Before introducing the measure, based largely on recommendations for new legislation made by the Federal Communications Bar Assn., Mr. Sanders is understood to have checked with both majority and minority leaders in the House. Because the consensus appeared to favor a reappraisal of the existing statute, particularly in the light of recent actions of the FCC, he decided to introduce the measure. Mr. Sanders is a member of the Interstate & Foreign Commerce Committee.

FCC Expected Opposition

It is not expected that the FCC, in making its report to the Congressional committees, will favor any legislation along the lines advocated. As a matter of fact, the Commission has made every effort to block a Congressional inquiry into its activities, this having been made abundantly clear by FCC Chairman James Lawrence Fly during his appearance before the Senate Interstate Commerce Committee on the White Resolution. This resolution, still pending, would have ordered a far-reaching inquiry looking toward writing of a new statute and would have stayed the effective date of the FCC's allegedly punitive rules against networks, now scheduled to become effective Sept. 16, but still the subject of conferences between network officials and the FCC.

Not only the network monopoly inquiry and the newspaper-divorcement issue, but the latest move of the FCC in banning multiple ownership where overlapping service is involved, has tended to arouse Congressional sentiment in favor of new legislation. The multiple ownership order broke on the same day that Mr. Sanders introduced his new bill to amend the existing act.

If hearings are ordered on both measures, it is hardly expected that they will be held simultaneously because they are in essence companion bills. It is presumed that hearings logically would get under way first in the Senate, which already has had a taste of the issue during the June 2-20 hearings on the White Resolution. The 626-page record adduced in those proceednigs could be incorporated in hearings on the White bill.

Sanders Urges Action

In introducing his measure, Mr. Sanders, who served his first terms in Congress from 1934 to 1936, and was reelected in 1940, declared he had no axe to grind with the FCC, but that he had observed that events of the last few years in radio, particularly in the light of the Senate and FCC proceedings, "might necessitate some changes in the Communications Act". He said in his judgment Congress should look into such matters as newspaper ownership and network monopoly itself to decide, as a matter of policy, whether it should legislate or leave action up to the FCC.

Calling the present law old and outmoded, Mr. Sanders said he did not know whether the changes in the bill were desirable, but that he did think "Congress should hold hearings to determine whether such legislation is desirable".

"The question of newspaper-owned stations is very fundamental", Rep. Sanders said. "It raises the question of whether a man in one line of business may go into another. The policy involves more than newspapers. It even involves the question of lawyers, ministers and others going into the radio business".

In a statement accompanying his bill, Mr. Sanders said it provides in general for a reorganization of the FCC into two autonomous divisions, with the chairman as the executive officer; changes procedure before the Commission to assure full and adequate hearings; provides clearer definitions of interests and rights of licensees and applicants, including rights of appeal and specifies that reports and recommendations on various matters be made by the Commission to Congress at specified dates.

Seven sections of the 10-section bill, Mr. Sanders explained, constitute recommendations made by the executive committee of the Federal Communications Bar Assn. and in a general way correspond with those made by Senator White in his bill introduced July 31 [BROADCASTING, Aug. 4]. In other respects, he said, the bill seeks to accomplish different purposes. Whereas the White Bill, in its Sections 7 to 1[0] relates to equalities of rights and opportunities in the use of radio for public discussion and to censorship, Rep. Sanders said his measure in Section 7 provides that the FCC shall make studies and reports to Congress upon certain specific proposals.

FCC Studies Ordered

He enumerated these provisions as follows:

"'The Commission shall study the following proposals and shall report to Congress not later than July 1, 1942, its recommendations thereon together with the reasons for the same.

'1. Whether and upon what terms and conditions Congress shall by statute confer upon the Commission the power to regulate the contractual and other relations between the licensees of radio broadcast stations and networks or other organizations which supply program material to such licensees.

'2. Whether and upon what terms and conditions the Congress shall provide by statute for the licensing of networks.

'3. Whether and in what terms the Congress shall by statute redefine and fix the qualifications of the licensee of any radio station which is intended to and does communicate with the public.

'4. Whether and upon what terms and conditions the Congress shall by statute limit the number of services which may be conducted by any network organization and the number of stations of any class which may be licensed to any network organization.

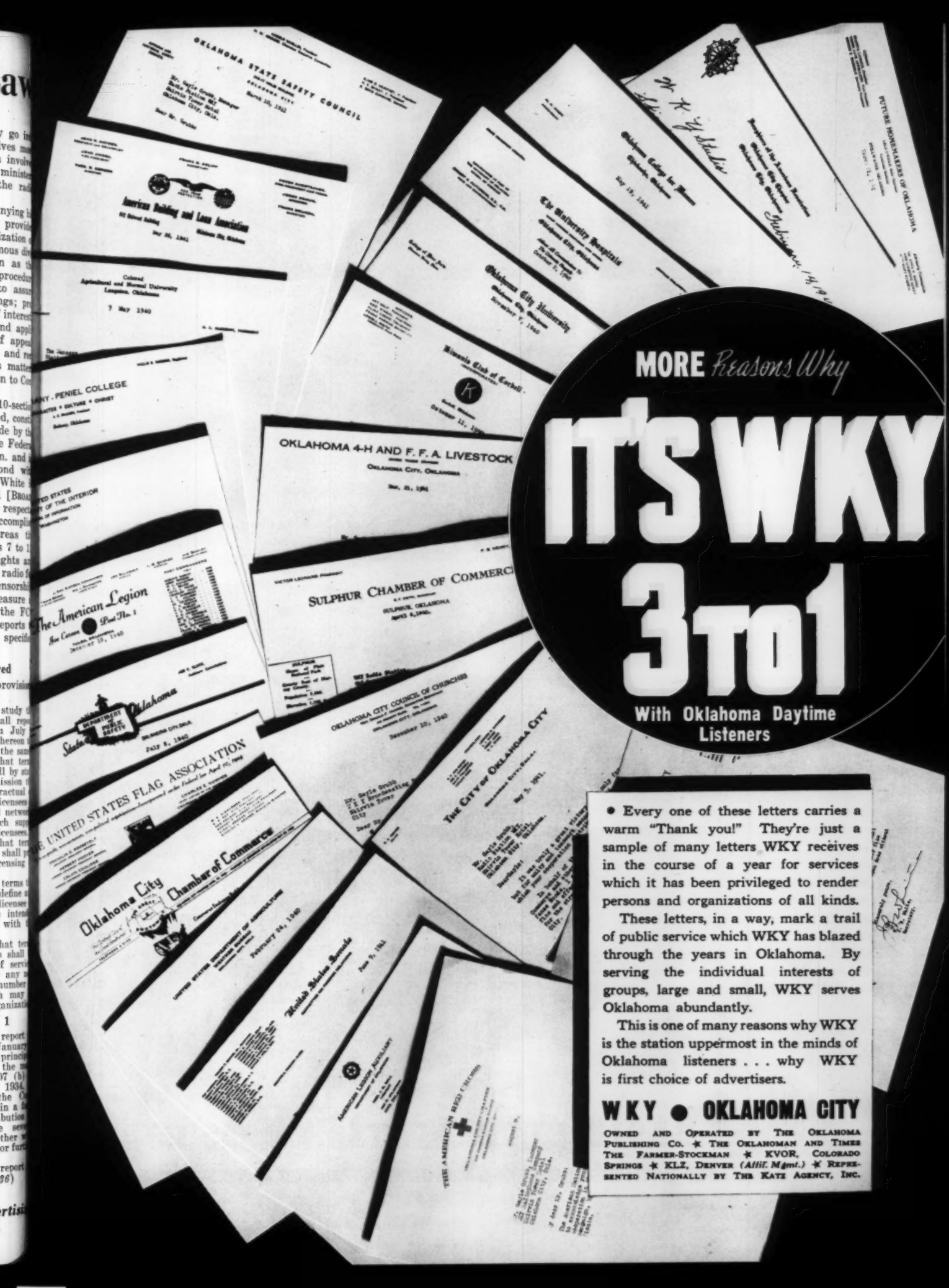
To Report by Jan. 1

"'The Commission shall report to the Congress not later than January 1, 1942, the standards and principles adopted by it to effectuate the mandate contained in Section 307 (b) of the Communications Act of 1934, as amended, which requires the Commission to make and maintain a fair, efficient and equitable distribution of radio facilities among the several states and communities together with its recommendations, if any, for further legislation on this subject.

"'The Commission shall report

(*Continued on page 36*)

ON THE DOTTED LINE goes the signature of A. E. Taylor (seated, right), advertising manager of the Skelly Oil Co., Kansas City, Mo., to the contract making Clifton Utley (seated, left), commentator for the Skelly Oil Monday through Friday early morning news program on NBC-Red. Looking on are (l to r, standing): Frank Ferrin, vice-president, Henri, Hurst & McDonald, agency handling the account; George Diefenderfer, salesman for NBC-Red; Paul McCluer, NBC-Red sales manager of the Central Division.


MORE Reasons Why
IT'S WKY
3 TO 1
With Oklahoma Daytime Listeners
OKLAHOMA STATE SAFETY COUNCIL
American Building and Loan Association
Oklahoma City University
OKLAHOMA 4-H AND F. F. A. LIVESTOCK
SULPHUR CHAMBER OF COMMERCE
The American Legion
Oklahoma
UNITED STATES FLAG ASSOCIATION
Oklahoma City Chamber of Commerce
THE CITY OF OKLAHOMA CITY
OKLAHOMA CITY COUNCIL OF CHURCHES
• Every one of these letters carries a warm "Thank you!" They're just a sample of many letters WKY receives in the course of a year for services which it has been privileged to render persons and organizations of all kinds.
These letters, in a way, mark a trail of public service which WKY has blazed through the years in Oklahoma. By serving the individual interests of groups, large and small, WKY serves Oklahoma abundantly.
This is one of many reasons why WKY is the station uppermost in the minds of Oklahoma listeners . . . why WKY is first choice of advertisers.
WKY • OKLAHOMA CITY
Owned and Operated by The Oklahoma Publishing Co. ✱ The Oklahoman and Times ✱ The Farmer-Stockman ✱ KVOR, Colorado Springs ✱ KLZ, Denver (Affil. Mgmt.) ✱ Represented Nationally by The Katz Agency, Inc.

Lick the pa

Jovi ny P
Mid-Miss Vall
differen thing
as good ms a
Weekly sing
audienc entir
listening . . a
vertiser il sto
want to e pla

N BASIC BLUE STATION · ST. LOUIS, M 63

AFFILIATED WITH KFRU, COLUMBIA, MO. · REPRESENTED BY WEED & CO., NEW YOR AGO,

patter clean

ovi ny Panda licks the platter clean to illustrate how KXOK sells in the rich -Mis Valley Market. KXOK strives constantly to do something new, something eren thing better than ever before and believes that progressive ideas as well ood ms on a good frequency are necessary to produce results for advertisers. kly sing in 80 newspapers in this area is used to increase KXOK's already vast enc entire series is scientifically planned to develop good will and the KXOK nin ... a typical KXOK promotion plan designed to further assure KXOK ad- ser il station well met" by a friendly audience. Johnny Panda says "If you t to e platter clean, get in touch with KXOK."

KXOK

M 630 KC. 5000 WATTS DAY AND NIGHT

OR AGO, DETROIT, SAN FRANCISCO • OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

Purely PROGRAMS

WEEKLY quiz contests are being held on the *Home Builders* program, transcribed in the studios of WTOL, Toledo, and presented each Monday, Tuesday, Wednesday and Thursday. Cash is awarded for correct answers to each question, with the money going into a jackpot when the question is incorrectly answered. The winners of each day's contest are invited back for competition in a special Friday night final contest for the jackpot.

* * *

Civic Jobs

ASPECTS of civil service applications and examinations for positions in city government serve as the basis for a new series of programs on KYW, Philadelphia, conducted by Major Harry K. Butcher, secretary of the Committee of Seventy, a civic reform group. The weekly programs include interviews with members of the city's Civil Service Commission and with public office holders relating how they attained their present responsible positions through civil service.

* * *

Others' Ideas

COVERING every type of subject but war and politics, *Other People's Business*, five-weekly quarter-hour series on WQXR, New York, through August features Wilbert Newgold and Alma Dettinger discussing the masculine and feminine viewpoints on the arts, beauty, fashions, hobbies et cetera.

* * *

Sketch Book

WSB, Atlanta, is presenting a new night time program built around an original play written each week by Elmo Ellis, head of it continuity department. A narrator opens a mythical sketchbook to various chapters and weaves in the play with a background of music.

* * *

Democratic Poets

LIVES and works of 18th century poets who were influential in building democracy are dramatized on the quarter-hour Sunday series, *Poets of Democracy*, heard on WINS, New York, under the direction of Lewis Morton.

Sic!

WNEW, New York, one of the first stations to start musical station break jingles about two years ago, has dropped the idea and is working on some other unusual way of announcing its call letters to listeners.

'Reported Missing'

NAMES of relatives living in Europe who have unsuccessfully sought to locate kinfolk in this country, are broadcast by Robert Dillon during his weekly half-hour, *Reported Missing*, on KMPC, Beverly Hills, Cal. Upon request, he also sends a 25-word telegram, free of charge, to relatives in any foreign country, from whom no word has been received. Program is sanctioned by the American Red Cross as well as other national and local agencies.

* * *

Life of an RAF Pilot

THE STORY of an RAF pilot from a student at Oxford to a fiery plunge from the skies are told by an unidentified RAF flight lieutenant in a series of four broadcasts on NBC-Red, July 26-Aug. 16. Each broadcast will be separately titled: *From Oxford Pacifism to Fighter Pilot, First Combat, RAF Pilots Aground* and *Shot Down.*

* * *

Songs for USO

RAISING funds for USO work is the purpose of the *Saturday Night Service Men's Party* of WTHT, Hartford, in which requests of listeners for recordings are filled from 11:15 p.m. until 1 p.m., the only stipulation being that the requester pledge at least ten cents to the USO.

Life of a Selectee

THE *Private Life of Private Price* is WLW's contribution to Army programs, a 15-minute transcribed show made in army Camps Livingston, Claiborne, Polk and Beauregard. The transcriptions have followed the mythical Private Price from his life just previous to his being drafted, through the routine of his first days in camp, to his induction in the Army. Private Price (WWL Production Manager Ed Hoerner) will review every phase of army life to give radio listeners an idea of what is going on in the selectees' world.

* * *

Navy "Y" Programs

TO AID morale-building among the service men, WTAR, Norfolk, is cooperating with the Navy YMCA in a weekly half-hour *Navy "Y" Program*, picked up from the lobby of the YMCA. The program consists of community sings by the sailors, Navy special events announcements and a quiz for tars chosen to participate. These awards are given for correct answers, the city and the "Y" furnishing the money.

* * *

Women in Defense

A RADIO FORUM, *Women in Defense for America*, recently was started on KYA, San Francisco. Discussions are lead by Mrs. Ambrose N. Diehl, chairman of the Pacific Coast Women's Division, National Assn., of Manufacturers. The series covers women's activities and is serving as an information bureau to help coordinate and create an understanding of the multiple activities now being undertaken by women's organizations in the national defense program.

* * *

Antique Furniture

ANTIQUES furnish the subject matter of *The Story Behind Antiques*, conducted weekly on WICC, Bridgeport, Conn., by Freda Rappaport. Program consists of tales about old furniture, historical background, new uses, etc. The audience is solicited for questions, and Miss Rappaport tells all about Chippendale, Sheraton, Hepplewhite, Duncan Phyfe and the others.

WHAS
50,000 WATTS
LOUISVILLE
CBS

Sales power in the "opportunity market" of the nation

Ask any Edw. Petry office for more information about WHAS, one of the seventeen CBS 50,000 watt stations.

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

Merchandising & Promotion

Defense Trailers—South Dakota Outpost—Home Builders—UP Displays

FOR two years KHUB, Watsonville, Cal., has used film trailers in two local theatres to promote KHUB programs. Recently the station started devoting the trailer to the sale of National Defense Savings Bonds with a message like: "KHUB says: Buy National Defense Bonds. Defend America and you defend your home. Listen to Hollywood stars asking your cooperation several times daily over KHUB, the voice of the Monterey Bay Area".

* * *

KYA and Telenews

KYA, San Francisco, has made a cooperative deal with the Telenews Theater in San Francisco under which two programs are broadcast daily from the newsreel showhouse. The point of origination is mentioned on the air. The theater in turn calls attention to the KYA broadcasts—*News in Review* and a man on the street program—hourly throughout the day on the screen.

* * *

Home Builders

COMPLETE story on the building of a home from the buying of the lot to final completion is described in the new thrice-weekly quarter hour show of KTSA, San Antonio. Picturing the construction in dramatic form and using a typical family as characters, program is designed for sponsorship by various firms engaged in phases of home building.

* * *

Shopping News Promotion

KROW, Oakland, Cal. recently entered into a cooperative promotion deal with the *Oakland Shopping News*, on the paper's 11th anniversary. The station broadcast special programs during the anniversary week, participated in by *Shopping News* personalities. In return KROW was given considerable space in the radio section.

* * *

With the Bands

AS FURTHER promotion for its weekly recorded *Band of the Week* program, WWRL, Woodside, N. Y., is releasing to newspapers in its area a weekly illustrated column with a biography of the bandleader interviewed as well as notes of the music world. Walter Kaner, WWRL publicity director, writes the column and conducts the programs.

* * *

UP's Displays

TO MEET numerous station requests for appropriate lobby or window displays and for use by broadcasters in connection with current state and county fairs, United Press is distributing to all its radio clients 30 x 40 inch four-color posters carrying the call letters of each station and stressing its news coverage facilities.

BRISTOL-MYERS Co., New York, has entered into an amended and substitute stipulation with the Federal Trade Commission, agreeing to cease certain representations for Minit-Rub, according to a July 29 FTC announcement.

WGN OUTPOST NO. 1 is the Wall Drug Store at Wall, S. D. Meaning of the term is simply: Tourists going East can get free tickets for WGN's public broadcasts 935 miles west of Chicago. Bruce Dennis, head of the WGN press department, is responsible for the idea. He noticed, on a recent trip, that the store, with Sioux Indian girls as clerks, had everything from tractor tires to toothpaste but did not have tickets to WGN. So he remedied the situation.

* * *

No Furlough for Sealtest

TO POINT OUT that the Sealtest Inc. program featuring Rudy Vallee is remaining on NBC-Red throughout the summer, David O. Alber Associates, New York press representatives for the program, is sending quasi-tickets to radio editors. The tickets look just like studio passes to the broadcasts, and announce on the reverse side: "While other major comedy shows have gone on summer vacation, we are not even taking a furlough. Sealtest ice cream and milk are continuing their job of providing refreshment and pleasure this summer, and we're going to keep plugging too—for their entertainment. You are cordially invited to listen . . . Rudy Vallee." McKee & Albright, Philadelphia, is agency.

* * *

Drug Paper

TO STIMULATE radio interest among druggists in the tri-state area, WEOA, WGBF and W45V, Evansville, Ind., have issued the first copy of a new publication, "Radio RX", in which the products advertised on the stations and sold in the drug stores are promoted as well as presenting current drug news.

* * *

NAB's Jeweler Promotion

THE NAB Bureau of Radio has released Volume 2, No. 5 of its series of brochures stressing radio's value as an advertising medium to the various industries. This latest issue is directed to jewelers throughout the country and cites actual instances of successful jewelry advertising by radio.

* * *

All Lit Up

KLZ, Denver, maintains illuminated display windows four feet high, one foot deep and eight feet long in the Shirley Savoy Hotel lobby where an estimated 20,000 persons a week see them. Currently the displays feature Avalon Cigarettes, Ideal Dog Food and Clicquot Club Ginger Ale.

Display Contest

GROCERS of four cities in the area served by WHBF, Rock Island, Ill., are competing in a contest of the station's merchandising department for the best Kix-Lone Ranger window displays. Winners will receive as prizes a $65 wrist watch, a $45 watch and a new radio.

* * *

Bright Paint

PACKAGES containing small paint brushes are being sent to advertisers and agencies by WPEN, Philadelphia. Tease copy suggests use of station facilities "if you want to paint a rosy picture for your business".

* * *

KLZ Trailers

PROMOTING the Saturday morning CBS program, *Stars Over Hollywood*, KLZ, Denver, is featuring some of the guest stars of the broadcast in a 55-foot sound movie trailer at the local Orpheum theatre.

BROCHURES

NBC-Red—Folder "High Man on a Totem Pole," giving facts on the network's programs and listening audience with Indian-motif decorations.

WCAU, Philadelphia — Booklet on Orth Bell, conductor of a new participating show on the station.

KLZ, Denver—Mailing piece introducing Maida Stevens, now in charge of women's programs.

WBNX, New York—Folder, illustrated with pencil drawings, announcing Nancy Neale's weekly program *Nancy's Diary*, informal quarter-hour of talk about everyday happenings.

Sunshine Over Florida's Largest, Richest Market

WSUN
ST. PETERSBURG
5000 WATTS
620 KC - FULL TIME
NBC BLUE

You NEED coverage in this rich West and Central Florida market...why not get it? WSUN's signal, clear, strong, free from interference, has been the established listening habit since 1927 on 620 kc.

Louis J. Link, Gen. Mgr.

Represented by
WEED AND COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

Trying to cover the Texas Gulf Coast without KXYZ-KRIS is like trying to cover a long bed with a short blanket. Things are booming down here—money's flowing. Somebody's going to sell Texans the things they're itching to buy—some smart chap who uses the only combination to blanket the heart of this section. Will it be your competitor—or you?

National Representatives
THE BRANHAM COMPANY

SAVE TWO WAYS
● through our COMBINATION RATES
● . . . and BONUS POINT ADVERTISING

KXYZ ★ KRIS
HOUSTON
NBC • Blue
CORPUS CHRISTI
NBC • Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

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and
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Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

Sound Talk

RADIO TECHNIQUE in on the threshold of a new cycle. Don't be amazed when a schedule of transcription spots comes through with the commercials woven into tinkling bells, train-whistles, roaring lions or droning airplanes. Such sounds *actually will talk!*

This innovation in sound entertainment comes in the Sonovox, an invention through which any sound can be made to speak in its own voice. It is another offshoot of the electronics art which itself owes its development to radio and the vacuum tube of two decades back.

James L. Free and H. Preston Peters, principals of Free & Peters, pioneer station representatives, foresaw the adaptability of this almost fantastic technique for commercial broadcasting, after its experimental use in motion pictures. As related elsewhere in this issue, it is being made available for commercial broadcasting through a new separate corporation.

Application of Sonovox to radio is readily apparent—not merely as a novelty or passing fad, but one that is destined for permanence. Unique sound effects that have been identified with products, through the use of this invention, can be made to articulate—slogans, commercials and all, interwoven. The Sonovox should prove a boon to radio programming.

Whittling Away

A NICK AT a time . . . keep 'em off balance, guessing and in a dither . . . never tell why.

That's the strategy of the FCC's blitz against broadcasting—a campaign that seems to be studiously calculated to stultify, intimidate and ultimately impoverish the industry so that eventual government ownership will be easy.

The order banning multiple ownership where duplicating service is involved is another phase of the whittling process. The order may be sound, though we doubt it. But why not tell the very people affected what and who constitute objectionable types of ownership? They have the public service of their stations to protect, not to mention their investments. The Commission says simply that it feels such an order "*may* serve public interest, convenience and necessity". It sets oral argument for Oct. 6, but doesn't say who shall appear or what issues are to be met.

We have shouted ourselves hoarse in these columns because of the FCC's disdain of the law and its assumption of power over the business aspects of radio. The trend started some three years ago when the Commission began collecting, on an annual basis, the financial and operating statements of stations and networks. It never had that authority and doesn't today. Then came the license renewal form, broadened and streamlined, going into program matters as well as financial breakdowns, clearly outside the Commission's scope as reflected in the statute and in court opinions.

Under the new regime that entered upon the scene two years ago, the pace quickened. There were the television fiasco, the chain-monopoly explosion, the newspaper-divorcement inquiry and order (with an espionage system to do the undercover work), the aiding and abetting from within on the discriminatory 5-15% net time sales tax, and now the multiple ownership ban. These are only the highspots.

Is all this conducive to a free American radio, guaranteed under democratic precepts and so often expounded by President Roosevelt? Or is it a drive toward government ownership, abetted by a clique of power-hungry men who resent radio's success as a private operation and whose inclinations and sympathies are opposed to what might still be called the capitalistic system? On this latter score there may be revelations soon that will make newspaper headlines.

There are now pending in each house of Congress bills to amend the Communications Act of 1934. Both are aimed at hearings so that the statute can be reappraised, the intent of Congress clearly defined and the functions of the FCC, reconstituted and redefined, set forth in simple, understandable fashion. They would take the guesswork out of regulation.

Neither the White Bill nor the Sanders measure may be perfect. But both are aimed at the same objective—to let Congress do the legislating. Congressional interest is aroused to a greater degree than ever before because of the FCC's antics. Congress is busy with other matters of greater *immediate* importance. Yet the FCC's crusades strike at certain fundamental liberties, apart from the purely economic aspects of broadcasting.

Whether there should be a single Commission for broadcast regulation or a separate division on the FCC, completely autonomous, as proposed in both measures, is academic. But there is no doubt there should be hearings and there should be a concerted drive at this session of Congress for new legislation.

Broadcasters cannot afford to wait any longer. The whittling process continues. Next it's newspapers and monopoly; next, perhaps, insurance companies and department stores and Republicans will be banned from station ownership. Then there will be a ban on programs of particular types that some FCC minions feel "appeal to the gambling instinct of the public". The tide will not be stemmed until Congress does it by affirmative action.

Every broadcaster had better make up his mind now to do something about new legislation. It shouldn't be confined to an attack on this or that edict of the FCC. A full-scale offensive is essential.

It's a question of doing it now or eventually turning over radio to the Government. Maybe the whole business should offer to hand itself over now, when something can be salvaged through a President and Congress who certainly do not want government ownership rather than have it taken over a chunk at a time.

The RADIO BOOK SHELF

FEDERAL Radio Education Committee has issued *Classification of Educational Radio Research* by H. M. Beville Jr., NBC research manager, and Cuthbert Daniel of the Office of Radio Research, Columbia U. The pamphlet classifies and analyzes the various types of listener research and the value of each to broadcasters, teachers and civic and administrative groups and also offers brief summaries of recent or current research in the different fields. Publication is one of a series issued by FREC and may be obtained from the U. S. Office of Education, Washington at 50c a copy.

ACADEMIC DISCUSSION and reviews of pertinent literature on the subject are included in *Studies in Philosophy & Social Science* published by the Institute of Social Research, New York, as a special number on the sociology of communications [single issue, $1]. The paper-bound volume was edited in collaboration with the Columbia U Office of Radio Research. The reprinted papers, written by recognized leaders in the field of academic radio, do not contain figures, but stress general observations, detailed case studies and actual broadcasting experience.

ADVERTISING Federation of America has issued its 1941 bibliography of *Books for the Advertising Man*, a cumulative supplement for 1935-40 inclusive [25 cents]. The classified bibliography on advertising, marketing and related subjects was prepared under the direction of Alfred T. Falk, director of the AFA Bureau of Research and Education. Copies of the supplement and the main bibliography [35 cents] may be obtained from the AFA, 330 W. 42nd St., New York.

THE THIRD edition of Keith Henney's *Radio Engineering Handbook*, 945 pages of basic reference material for designers and engineers engaged in all phases of radio, has just been published by McGraw-Hill Book Co., New York. Bringing all data up-to-date, it includes new data on crystal control circuits, ultra-high frequency apparatus, modulation systems, etc., and has completely rewritten sections on aircraft radio, television, facsimile and other subjects.

We Pay Our Respects To —

ROGER CRAFT PEACE

HON. ROGER CRAFT PEACE, newly appointed junior Senator from South Carolina, is the broadcasting and publishing industries' newest champion in Congress' upper house. President of the Greenville News-Piedmont Co., publishers of the *Greenville News* and *Piedmont*, and owner and operator of WFBC, Greenville, S. C., Senator Peace was named last Tuesday by Governor Burnet R. Maybank to succeed the late Senator Alva M. Lumpkin, who only a fortnight before had taken over by appointment the Senate post vacated by the elevation of Justice James F. Byrnes to the U. S. Supreme Court.

Although Senator Peace only last Wednesday was sworn in and assumed the Senatorial toga, it is thought he will find plenty of opportunity to voice some practical views in an official capacity on radio and newspaper problems before his successor is elected and takes office about Oct. 15. He joins Senator Arthur Capper (R-Kan.) as the only active newspaperman and broadcaster in the upper house, although Senator Chan Gurney (R-S. D.), former owner and operator of WNAX, Yankton, probably will toe the mark with them where industry matters are concerned.

Since he has on occasion engaged in some snappy exchanges with FCC Chairman James Lawrence Fly on such considerations as the newspaper-ownership issues and multiple ownership, possibility is seen that he may avail himself of an opportunity to bring a practical operator's philosophy to the Senate floor. This possibility appears not unlikely as it is remembered that he has been active in the work of the Newspaper-Radio Committee, headed by Harold Hough, of Fort Worth.

The picture above was taken as Mr. Peace paused on the White House steps just after witnessing the swearing in of Senator Byrnes as a Justice on the Supreme Court. At the time, nothing was further from his mind than the possibility that a few weeks later he would be the Senator from South Carolina.

A native of Greenville, Senator Peace was born there May 19, 1899, the eldest son of Bony Hampton and Laura Chandler Peace. He began his newspaper career in student days at Furman U, working part time as a reporter for the *Greenville News*. His faith in the newspaper's possibilities attracted the interest of his father, head of a large commercial printing establishment, and in 1917 the elder Mr. Peace acquired the *News*. In partnership with his son, he developed the publication to a high-ranking position in Southern journalism circles. Subsequently the Peaces also acquired the *Greenville Piedmont*, an afternoon daily.

In 1933 Senator Peace established WFBC, now a regional station with 5,000-watt fulltime operation on 1330 kc. authorized. Since WFBC's founding, the radio station has drawn active attention from Publisher Peace, who also has participated extensively in industry matters.

As a newspaperman's publisher, young Mr. Peace has a background of down-to-earth press experience. After serving as a reporter from the time he was 15 until 1919—with time out for an ROTC hitch with the Army at Plattsburg and Camp Perry during 1918-19—he served as sports editor for about two years, then as editor of the *News* from 1920-24, business manager from 1924-34, and finally became publisher in 1934.

A Bachelor of Arts graduate of Furman U, Senator Peace now is a trustee of the school and its finance committee chairman. In his home community he has led many civic and charitable enterprises and has headed both the Chamber of Commerce and the Community Chest. He is a former president of the South Carolina Press Assn. and a former director of the Southern Newspaper Publishers' Assn., and is now a member of the Associated Press nominating committee. He belongs to the Baptist Church and is a Democrat by heritage and conviction.

Senator Peace's hobbies center on golf and a dahlia garden at his summer home at Cedar Mountain, N. C. Although he has never sought elective office, and friends say he has no interest in this regard, he has a reputation as a keen student of Government affairs, and his appointment drew acclaim from political leaders in Washington as well as in South Carolina.

His clubs constitute quite an array—Rotary, Elks, National Press, Biltmore Forest, Greenville Country, and Poinsett.

In 1920 Mr. Peace married Etca Tindal Walker. They are the parents of a son and a daughter, Roger Jr. and Dorothy Ann.

Personal NOTES

LIEUT. W. WRIGHT ESCH, j.g., owner of WMFJ, Daytona Beach, has been transferred to the Navy Yard, Washington, D. C., as assistant communications officer. He was called to active duty last April and assigned to the Navy Radio School at Norton, Conn. He served as a chief radio electrician in the last war.

HARRY W. WITT, CBS Southern California sales manager, is currently in New York for conferences with agency executives on fall radio advertising campaigns.

RAY JONES, formerly of WOLF, Syracuse, and Arnold Bowden, of a Binghamton agency, have joined the sales and service departments of WAGE, Syracuse, N. Y.

TED MATTHEWS, formerly commercial manager of KMMJ, Grand Island, Neb., and previously associated with KTSA, San Antonio, in a similar capacity, has joined the Hollywood staff of Homer Owen Griffith, station representatives, as salesman.

J. LINDSEY ALLEY, manager of WHIS, Bluefield, W. Va., and Mrs. Alley, the former Norma Lee Davis, who was women's editor and announcer of the station, are parents of a boy born July 31.

RICHARD C. O'HARE, formerly attorney of the FCC, has joined the firm of Dempsey & Koplovitz, Washington radio lawyers.

FRANCIS W. TULLY, jr., Washington correspondent of the Yankee Network news service, was married July 12 to Miss Laura Alice Thorpe of Boston. The wedding took place in Mt. Vernon Church, Boston.

FRITZ MUELLER, of KLZ, Denver, sales staff, is father of a baby boy, born July 28.

STANLEY HUBBARD, president of KSTP, St. Paul, has been in Washington as chairman of the Minnesota Aeronautics Commission where he will attempt to raise funds for a northwest glider school.

E. A. DORAIS, advertising salesman, formerly with newspapers throughout the West, recently joined KYA, San Francisco, as account executive.

WILLIAM T. KNIGHT III, son of William T. Knight Jr., president of WTOC, Savannah, is in Washington doing temporary work for National Independent Broadcasters Inc.

JONES P. TALLEY Jr., of WJHO, Opelika, Ala., and a member of the Naval Reserve, has been called to active duty and assigned to the Norfolk Naval Training Center, Norfolk, Va.

J. T. CAUSEY, formerly of the commercial staff of WBIG, Greensboro, N. C., has resigned to accept a position with the American Tobacco Co.

CHARLES VAN LOAN, for the last 12 years an accountant of WOR, New York, has been named assistant treasurer of the station.

NAT M. ABRAMSON, manager of the WOR-MBS Artist Bureau, acted as m.c. of a special Red Cross benefit at Tannersville, N. Y., broadcast Aug. 8 on WKNY, Kingston, N. Y.

ROLAND PETERSON has been promoted to manager of the merchandising department of WNAX, Yankton, S. D., succeeding the late James G. Gies.

FORD BILLINGS has resigned as commercial manager of WCKY, Cincinnati, his place having been taken by Fred Palmer, former manager of KOY, Phoenix.

JOHN W. POTTER, co-publisher of the *Rock Island* (Ill.) *Argus*, operating WHBF, is the father of a daughter, Patricia Ann, born July 16.

IRA HERBERT, assistant sales director of WHN, New York, recently pulled in the largest tuna of the year off Orr's Island, Me., while on vacation. The tuna weighed 756 pounds, was caught on a 32-thread line and took three hours to land.

WILLIAM L. WALLACE, national sales manager of KFBB, Great Falls, Mont., resigned Aug. 1. He has not announced future plans but will stay in radio following a vacation.

DON O'BRIEN, formerly with the China Relief Society and Time Inc., and John Doherty, formerly in the New York office of Carl Byoir & Associates, have joined the NBC press department to handle matters concerning NBC executive officers.

HERBERT HENDLER, editor of several RCA-Victor house publications, and Florence Shore, dramatic actress, are to marry Aug. 17.

Merino Reappointed

JOHN MERINO has been reappointed by the newly elected board of KTUC, Tucson, Ariz., to continue as general manager of that station. Following the FCC grant of authority to transfer stock control [BROADCASTING, Aug. 4], new officers and directors of Tucson Broadcasting Co. were elected July 29, as follows: Burridge D. Butler, Chicago, chairman; Ralph W. Bilby, Tucson attorney, president; John Merino, vice-president; Frank Z. Howe, Tucson, secretary-treasurer; Glenn Snyder, WLS, Chicago, director. The board also authorized application to the FCC for a new site, new transmitter, antenna and speech input equipment, which are expected to cost $30,000.

Cecil Brown to Singapore

CECIL BROWN, CBS foreign reporter, has arrived in Singapore, where he will report developments in that Far Eastern hot spot to CBS listeners in the United States. Brown was expelled from Italy by the Italian government, went to Belgrade before the Jugoslavian campaign, and then went to Cairo. Later he covered the British capture of Syria, from where he went to the British Far Eastern base.

BEHIND the MIKE

ARTHUR GODFREY, singing humorist of WJSV, Washington, has presented 500 records of the familiar doughboy tune "You're In The Army Now", transcribed by him, to the Army's Morale Division. The records will be sent Army camps throughout the country.

HERBERT FOOTE, well known Chicago organist, has joined the musical staff of WBBM, Chicago.

HARRY CREIGHTON, announcer of WAAF, Chicago, is recuperating from three broken ribs received in an accident during a softball game.

CHARLES BARNHART, continuity editor of KXOK, St. Louis, has been selected to play one of the featured roles in the St. Louis Civic Theatre presentation, "Twentieth Century", starring Ian Keith, Hollywood and Broadway star.

JOHN FELL, after being confined to bed for two months as a result of being assaulted and robbed, has returned to his announcing post at KYW, Philadelphia.

BETTY WELLS (BRIGGS), for four years director of women's affairs of WOI, Ames, Ia., on Aug. 20 will join KSO-KRNT, Des Moines, in a similar capacity.

GEORGE P. WILSON, Jr., a graduate of the U of North Carolina, has joined the announcing staff of WBIG, Greensboro, N. C.

BILL WAGNER, of WHO, Des Moines, is the father of a boy born July 26.

DON WAYNE, formerly of WISH, Indianapolis, and Gene Lattimer, formerly of WTEL, Philadelphia, have joined the announcing staff of WKMO, Kokomo, Ind.

DON WALKER, announcer of WCBS, Springfield, Ill., on Aug. 26 will marry Jean Kirkton, of Springfield.

PHILIP STAHL, announcer of WQXR, New York, and Helen Bartlett, of New York, were married the week of Aug. 4 in Stockbridge, Mass.

WINSTON ROSS, brother of Lanny Ross, star singer on the CBS program for Campbell Soup Co., Camden, is m.c. and singer on the variety show *British Brevities*, heard weekly on WWRL, Woodside, N. Y. Ross uses the air-name John Swinburne.

MAURICE C. DREICER, news commentator of WINS, New York, has been appointed secretary of the radio committee of the National Morale Committee.

RALPH LOCKE, who plays the role of "Papa David" on the CBS *Life Can Be Beautiful* program, sponsored by Procter & Gamble Co., has received his sixth medal for distinguished life-saving services at his summer home at City Island, New York.

BILL HENRY, former CBS foreign correspondent, and currently heard on CBS Pacific Coast stations in a series sponsored by American Chicle Co., Long Island City, is substituting for Hedda Hopper on her CBS program for the California Fruit Growers Exchange. Henry is handling the program from Aug. 8 to Sept. 3 while Miss Hopper vacations in Hawaii.

Meet the LADIES

RHONA LLOYD

YOUNG and fresh looking as a college senior, although her professional career started 30 years ago at the age of 7, is Rhona Angela Trevelyann Lloyd. Abandoning a stage singing career in 1933, after scoring on Broadway in *Countess Maritza*, she started in radio on CBS and NBC with a vocal trio called *The Canadians*. The trio disbanded, but Miss Lloyd remained as a soloist. An advertiser admired the quality of her speaking voice, and thus she became a commentator on a program called the *Home Forum Show*. In 1939 WFIL, Philadelphia, engaged her to go to Washington for a color description of Queen Elizabeth's garden party. This led to a daily show on WFIL for Philadelphia Dairy Products Co. which attracted the attention of Fels Naptha Soap Co., and soon *Golden Bars of Melody* was born on WFIL and the Quaker Network. Two sponsored across-the-board shows, one 30 minutes and the other 15, is enough to keep anybody busy. But Rhona Lloyd takes it in stride.

ELSIE DICK, formerly publicity director of the President's Birthday Ball Celebration and on the editorial staffs of *House Beautiful* and *Harper's Bazaar*, has joined the continuity staff of WOR, New York, handling religious and educational programs.

FRED DAIGER, formerly program director of WSUN, St. Petersburg, Fla., has joined the production staff of KYA, San Francisco.

SAM BALTER, Hollywood sports commentator, portrays himself in the Republic film, "The Pittsburgh Kid."

BILL MARSHALL, of NBC Hollywood music rights department, is to be transferred back to the network's New York production staff, following a three-week vacation.

BILL GRIFFIN, new to radio, has joined the announcing staff of KVEC, San Luis Obispo, Cal.

BILL JACKSON, sports announcer of WBIG, Greensboro, N. C., has enlisted in the Navy and has been assigned to publicity work.

PVT. LOUIS E. MAHLA, formerly news editor of WMRN, Marion, O., has been made associate editor of the *Camp Lee* (Va.) *Traveler*.

AL SAVAGE, CFRB, Toronto, m.c. on Wrigley's *Treasure Trail* and British American Oil Co.'s *B-A Bandwagon*, will appear in the moving picture, "Captains of the Clouds" being produced at Uplands Airport, Ottawa.

CLINTON JONES, for the last three years associate editor, has been named CBS Hollywood news editor. He succeeds Nelson Pringle, now commentator on the five-weekly quarter-hour news program sponsored by Union Oil Co. on 3 CBS California stations. Added to the network news staff are John Reddy, formerly UP Sports manager, and Pat O'Reilly of the U Sacramento, Cal., radio department.

HAL FIMBERG, Hollywood radio film writer, has been signed for the weekly CBS *Al Pearce Show*, which resumes under sponsorship of R. J. Reynolds Tobacco Co. (Camel cigarettes) in October.

HOWARD CULVER, announcer at KFRC, San Francisco, is the father of a girl born recently.

BILL BROOK, formerly of WIBU, Poynette, Wis., has joined the announcing staff of WHBL, Sheboygan.

ADD PENFIELD, sports editor of WPTF, Raleigh, has been named director of sports publicity at Duke.

LEE STUART, of Philadelphia, has joined WFPG, Atlantic City, as continuity director.

ALLYN BROOK and Bob Carlyle have joined the announcing staff of WFPG, Atlantic City. Brook formerly was with WSFA, Montgomery, Ala. Carlyle is from Williamsport, Pa.

DON BRICE, news editor of WKBN, Youngstown, O., has volunteered for service in the Army. Will Douglas, of the WKBN production staff, has been drafted and will report Aug. 13 for Army training.

JOHN LINDSEY, from WCSC, Charleston, S. C., has been named program director of WGAC, Augusta, Ga., succeeding John Watkins, resigned.

VICTOR ECKLAND, KGMB, Honolulu, news editor, in addition to his duties, has been appointed KMPC, Beverly Hills, Cal., special staff correspondent in Hawaii.

BILL MILLER, magazine editor of the NBC press division, New York, is back at his desk after a six-week illness.

BAYLISS CORBETT has joined the news staff of KXOK, St. Louis, replacing Tom Wolff, who has joined the St. Louis convention public relations bureau.

ABNER GEORGE, announcer at WNAX, Yankton, S. D., has joined the Army and is stationed at Fort Snelling, Minn.

CLINT BUEHLMAN, WGR, Buffalo, was guest m.c. at CFRB, Toronto, recently on the British American Oil Co. *B-A Bandwagon*.

JOHN RANDALL has joined the news staff of WNAX, Yankton, S.

TOUGHIE TAMES TEST TOWN

Firms like B. F. Goodrich, Armour, Plough have tested items and ideas in the test market—Cincinnati—*because* it's no push-over and is proportioned "city and rural." WSAI, tested also, proved profit-producer and all three remained with Cincinnati's Own Station.

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Fastest Growing Market in Southeast

2 New Shipyards—
10,000 New Workers—
40,000 Officers and Men—

A Sales Management *High Spot!*

WSAV SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.

Gen. Surles Named Head Army Public Relations

BRIG. GEN. Alexander D. Surles, now with the Armored Force at Fort Knox, Ky., last Tuesday was appointed by Secretary of War Stimson as director of the Bureau of Public Relations of the War Department. He will fill the vacancy created Aug. 1 by the transfer of Maj. Gen. Robert C. Richardson Jr. to Birmingham, Ala., to command the Seventh Army Corps. Gen. Surles is expected to take over his new assignment in Washington Monday, Aug. 11.

General Surles, who several years ago served as chief of the press branch of the War Department, was born in Wisconsin on Aug. 14, 1886, and is a 1911 graduate of West Point, being commissioned a second lieutenant of cavalry. He was graduated from the Cavalry School Advanced Course in 1924, from the Command & General Staff School, Fort Leavenworth, Kan., in 1925, and from the Army War College in 1935. He was named a temporary brigadier general July 10, 1941.

Donahoe Back at WSUN

HOWARD A. DONAHOE received a royal welcome when he returned to WSUN, Petersburg, Fla., as program director after an absence of three years.

Mr. Donahoe

Mr. Donahoe has been associated with the Fort Industry stations for the last 10 years, serving as program and production executive of WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WAGA, Atlanta. Mr. Donahoe originated and produced the WWVA *Midnight Jamboree*, which is now rounding out its ninth year. The new program director of WSUN first served at that station in 1937 while on leave of absence from WLOK.

ACCOUNTS of historic fires are featured in the weekly quarter-hour, *Great Fires of History*, on NFFI, Los Angeles, presented under auspices of the local fire department. John B. Fisher, currently a Harvard student, writes and narrates the summer educational series.

The Cliché Takes the Air

By MAURICE CONDON

Editor's Note—John Patt, manager of WGAR, Cleveland, has issued a list of clichés which occur so frequently in the broadcast speech of announcers, as a guide to his staff men of what is best avoided on the air. Following the example of the humorist, Frank Sullivan, whose cliché dialogues have appeared in the 'New Yorker' we have expanded Mr. Patt's list into a testimony between advance band announcers and a mythical cliché expert, Mr. K. W. Amplistat.

Q. You, sir, announce dance band programs?

A. Yes, Mr. Amplistat.

Q. Do you find this a tedious occupation?

A. No, it is with the greatest of pleasure that I again present Herb Haddock and his Merry Melodists.

Q. Is Mr. Haddock a congenial associate?

A. He is a genial young band leader, who is playing for happy dancers nightly.

Q. I understand his current engagement is with the Whacko Club?

A. The gay, colorful and smartly appointed Whacko Club.

Q. Is the Whacko Club accessible?

A. It is just a five-minute drive from town.

Q. What is the nature of Mr. Haddock's music?

A He plays the current favorites—Tin Pan Alley's latest hits—melodies both old and new.

Q. Are they performed in an ordinary fashion?

A. Certainly not. They are played in Herb Haddock's distinctive style.

Q. His arrangements are—

A. Smart.

Q. His music is—

A In the modern manner.

Q. His girl vocalist is—

A. Petite and charming.

Q. His male singer—

A. A romantic baritone.

Q. His rhythms are—

A. Toe-tickling.

Q. His medlies are—

A. New arrangements of old favorites. Delightful potpourris.

Q. His ballads are—

A. Romantic pleas.

Q. If there is a sharp transition in the moods of succeeding compositions, you describe it as—

A. Going from the sublime to the ridiculous.

Q. At the conclusion of the broadcast you assure the public—

A. That it has been a pleasure to have presented Herb Haddock and his Merry Melodists from the gay, colorful and smartly appointed Whacko Club, just a five-minute drive from town.

Q. Thank you.

A. Oh, and Mr. Amplistat, there is never a cover charge at any time.

New BMI Availabilities

BROADCAST MUSIC Inc. has secured the performance broadcasting and television rights to the music of L. H. Bulkley, Jim Cornelius, Hollywood Hit Publishers, Musico and Charles Rinker Music Co., which is immediately available to all BMI subscribers.

Rapp's Ace

CONTRARY to golfing traditions Manager Cy Rapp, of KMA, Shenandoah, Ia., had 12 witnesses when he recently scored a hole-in-one on the 171-yard second hole of the local South Moreland Country Club. And you guessed it, the ball, now gold-plated, reposes on the desk of the proud Mr. Rapp.

KIDO Boise

NBC Red and Blue

JOHN BLAIR & CO. Nat. Reps.

Boise, Idaho's largest city and home of KIDO's transmitter, showed largest retail sales gain of any Idaho city for first six months of 1941. Gain of 14% over 1940.

WISCONSIN RAPIDS

WFHR 1340 Kc. 250 W.

Gives Advertisers The Equivalent of 3 LOCAL STATIONS IN 1

with Studios at Wisconsin Rapids, Marshfield and Stevens Point

You can be SURE of coverage in Central Wisconsin with WFHR.

Let us show you some success stories.

WFHR GETS RESULTS!

Wm. F. Huffman, Owner

G. T. Frechette, Mgr.

TEST MARKET?

THE ANSWER IS

ROCKFORD

THE REASONS:

BANK CLEARINGS ARE UP 34%

•

ROCKFORD BUSINESS IS 26% ABOVE NORMAL

•

A HIGH-SPOT SALES CITY ACCORDING TO SALES MANAGEMENT

•

A $150,000,000 MARKET PLUS CAMP GRANT

Effectively Served By

WROK

ROCKFORD, ILLINOIS

1000 WATTS - MUTUAL

NATIONAL REPRESENTATIVES:

HEADLEY-REED CO.

5 Questions 1 Answer

Q: On what day of the week are listening audiences largest?

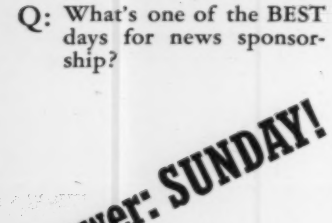
Q: On what day must listeners depend upon radio *alone* for news?

Q: On what day have most big stories of World War II broken?

Q: On what day is public desire for news greatest?

Q: What's one of the BEST days for news sponsorship?

Answer: SUNDAY!



JOHN CAMERON SWAYZE
Popular KMBC *Newsman*

KMBC offers John Cameron Swayze with six bang-up newscasts each Sunday — covering every audience strata from 7:15 AM to 9:30 PM. Six audience-pulling shows at *one* low cost!

Ask Free & Peters, or KMBC, for a complete presentation on this sweet-selling package. The survey figures will amaze you!

KMBC
OF KANSAS CITY
Free & Peters, Inc. CBS Basic Network

BEST WISHES TO WISH, new Indianapolis regional outlet on 1300 kc., which made its bow July 26 as an NBC-Blue outlet, occupying ultra-modern studios covering the second floor of the Board of Trade Bldg. This photo was taken in the main auditorium, which seats 250, just prior to the grand opening and shows (l to r): William W. Behrman, general manager; E. R. Borroff, general sales manager, NBC western divisio Col. Roscoe Turner, famed aviator who conducts flying school in Indianapolis; Robert E. Bausman, co mercial manager; C. Bruce McConnell, president of t licensee corporation; A. R. Jones, vice-president; Mi Reed, program director. At the piano is Mrs. Borro The plant is RCA equipped throughout.

Support Grows for New Law

(Continued from page 26)

Congress not later than January 1, 1942, the steps taken and the policies adopted by it to effectuate the purposes of Section 303 (g) of the Communications Act of 1934, as amended, insofar as those purposes have application to the larger and more effective use of radio by stations which are intended to and do communicate with the public.'

"In my judgment the Congress should review the facts and problems incident to each of the foregoing subjects after the Commission has stated them to us in their simplest terms. The bill which I have introduced requests the Commission to study and report with recommendations on each of these subjects. By this method I believe that the Congress can best utilize the knowledge and experience of the Commission and its personnel, and, based upon this, determine what future policies should be.

"In this connection it must be borne in mind that virtually all of the substantive provisions of the present law are 14 years old. They were first written in the Radio Act of 1927, at which time the radio industry was an infant industry and the knowledge of the Congress was necessarily limited. In 1934, when the present law was enacted, it did little more than to adopt then existing provisions of the Radio Act of 1927. Many new problems have arisen and many old problems have been given greater importance since any comprehensive attempt at legislation has been made in this field. I have attempted to direct the attention of the Congress to some of the most pressing and important problems in a manner in which I think they can be most speedily and effectively dealt with."

Sanders Bill Analysis

A paragraph-by-paragraph analysis of the bill discloses that it would set up a separate Division of Public Communications of three members, which would select its own chairman, to handle all matters pertaining to broadcasting. Then there would be a Division of Private Communications, similarly constituted, to handle common carrier activities. In this connection the bill is identical with the White measure. The chairman would be appointed by the President, and serve as executive officer.

The entire Commission would have jurisdiction over adoption and promulgation of rules and regu tions of general application, inclu ing procedural rules, assignme of bands of frequencies for vari radio services, qualification and censing of radio operators, sel tion and appointment of all offic and employes, and generally o all other matters with respect which authority is not otherw conferred by the other provisi of the act.

The chairman of the Commis would not serve as a member either division, except in case o vacancy or because of enfor absence, when he tempora would serve on a division, with powers of a regular member that interim.

Section 4 of the Sanders would amend paragraph (a) Section 308, dealing with issua of licenses. Section 5 would am Section 309 of the existing act setting up an entire new proced on interests of hearing, appeal protest.

Section 6 would amend pa graph (b) of Section 310, deal with transfers, and specifies that license shall be transferred, signed or disposed of, voluntar or involutarily, except upon ap cation to the Commission and a finding by the Commission thorizing it.

The provisos in Section 7, c prising an entire new section, w require the Commission to m specific studies and report to C gress. The first of these relates

Defense Work Brings Business Boom to Wichita, Kansas

America's "biggest business" — national defense — has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population now officially estimated at 140,000, is expected to reach 160 to 200 thousand by 1942 if present trends prevail.

That's why we say that the Wichita market is a **must** on the schedule of every national advertiser.

And KFBI, the "pioneer voice of Kansas," offers a good way to reach the market effectively.

The Pioneer Voice of Kansas
KFBI • WICHITA
5000 WATTS DAY • 1000 WATTS NITE

WTCN 5000-1000 watts • NB
MINNEAPOLIS - ST. PAUL'S best buy
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representative

he power of the Commission to regulate contractual or other relations between licensees of stations and networks or other organizations, and strikes directly at the network monopoly regulations, which precipitated such a furore and still are under negotiation.

Related to this also would be recommendations from the Commission on whether or under what conditions Congress should provide for the licensing of networks. Such a move had been proposed by President William S. Paley of CBS before the Senate Interstate Commerce Committee, but was not subscribed to by the heads of other networks.

Striking directly at the issue of newspaper ownership, now under inquiry by the Commission, the bill asks the FCC to report by the July 1, 1942 date whether and on what terms Congress by statute should redefine and fix the qualifications of station licensees. Contentions have been made repeatedly that the Commission is without jurisdiction to discriminate between various classes of licensees.

Also bearing upon network ownership of stations and operation of subsidiary companies, such as talent bureaus and transcription adjuncts, is the fourth study on which a report would be filed by the July 1, 1942 date. This inquires whether and upon what conditions Congress by statute should limit the number of services which may be conducted by any network and the number of stations of any class which may be licensed to any network.

Then the Commission is asked to report not later than Jan. 1, 1942 the standards and principles adopted by it relating to a fair and equitable distribution of facilities among the states and communities, together with recommendations for further legislation, if any. This goes directly to the question of clear channels and rural coverage, another of the FCC's many hot issues.

Television and FCC Aspects

Also due on Jan. 1, 1942 would be a report on what the commission has done to provide the "larger and more effective use of radio by stations". This relates to its regulation of television, FM and other offshoots of broadcasting, likewise under sharp criticism in recent months.

Section 8 of the Sanders Bill would amend the appellate provisions of the existing act and provide clear-cut procedure on litigation. It specifies to which courts certain types of appeals may be carried and spells out the precise parties which can sue for judicial relief, broadening the existing provision immeasurably by opening appeals up to any person aggrieved or whose interests are adversely affected by any order of the Commission.

Contrary to recent actions of the FCC, parties in interest would be permitted to intervene upon proper showing. Where the court reverses the Commission not only on matters of law but on unsupported fact or arbitrary or capricious action, the court's judgment would be final, subject to Supreme Court review. The Commission would be required to give effect to the court's judgment upon the basis of proceedings already had and upon the original record. This is in contrast to current FCC procedure under which it reopens the record for taking of additional testimony and in the final judgment usually decides cases the same way.

Section 9 of the Sanders Bill covers rehearing and liberalizes existing procedure. Section 10 specifies a "full and fair hearing" and the manner in which reports shall be issued. Any final decision order or requirement, it is stated, must be accompanied by a "full statement in writing of all the relevant facts, as well as conclusions of law upon those facts".

LALLY'S SUCCESS
Des Moines Baseball Series
Brings Auto Business

WITH automobile production to be curtailed 50%, the fields of the used car and auto repair-maintenance businesses will assume greater importance as prospective radio advertisers, it is believed. Here is how one auto repair concern in Des Moines already is utilizing radio with smashing results.

At the beginning of the current baseball season, Lally's Service Inc. began a *Behind Home Plate* series on KSO, Des Moines, conducted by Gene Shumate immediately after his play-by-play broadcasts of the baseball games each afternoon. Program content is a resume of all the day's ball scores, with highlights of the day's playing.

Commercials on the program stress Lally's complete auto service, pointing out the various specialized departments. As a special giveaway offer, certain license numbers are chosen each day and the owners of the cars possessing the tags are given free services. Lally's in this way has succeeded in bringing Des Moines motorists, as well as those from the surrounding towns of Ottumwa, Newton, Carroll, and others, to the garage, and has greatly increased its business through radio, KSO reports.

UP Programs to Library

AT THE request of the New York City Public library, a complete set of the series of 20 transcribed radio programs produced by United Press to dramatize the coverage of news has been included in the library's transcription files. The discs, supplied by UP to 370 stations, feature impressions by UP correspondents of major developments in the war, together with behind-the-scenes stories of how news is gathered and transmitted under wartime conditions. UP also reports that its radio wire feature, *Time Out*, which deals with human interest topics rather than war news, is used regularly by 37% of its client stations, with 20% reporting sponsorship of the show.

WWNY, Watertown, N. Y., 500-watt daytime outlet on 1300 kc., has applied to the FCC for 1,000 watts full-time on 790 kc.

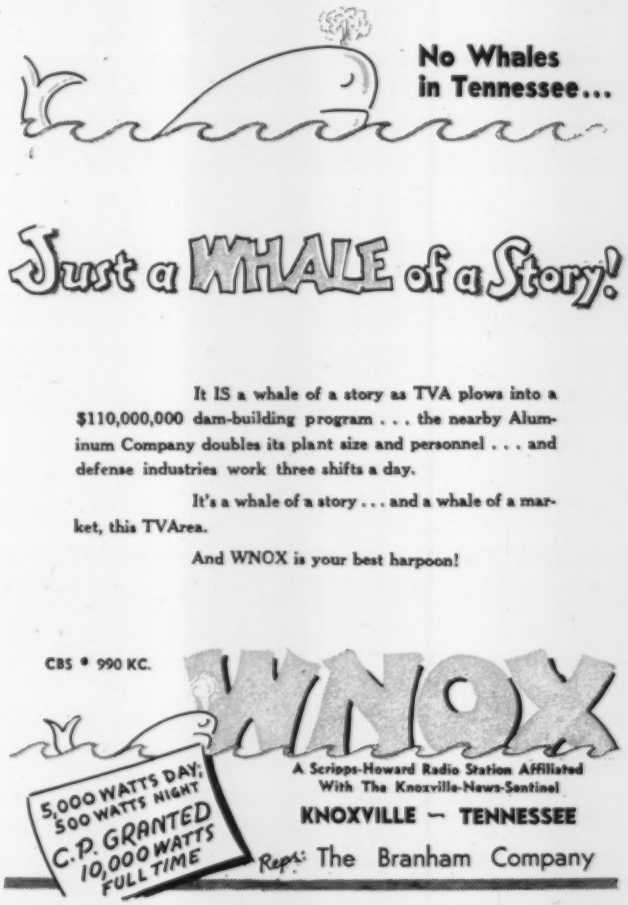
Wadhams Making Plans For WTMJ Sports Series

COMPLETED arrangements for the broadcasting of sport events this fall and winter on WTMJ, Milwaukee, under the sponsorship of Wadhams Oil Co., has been announced by the station which claims it to be the most extensive schedule of sportscasts in its history.

Starting Aug. 23 and continuing through Nov. 16, descriptions of the entire 12-game schedule of the Green Bay Packer professional football games will be carried. Beginning Oct. 4 and continuing for the following eight Saturdays grid games of the U of Wisconsin will be broadcast by Wadhams. When basketball season opens 11 games of the U of Wisconsin will be carried, Dec. 6 through March 7, as well as one game of Marquette U on Dec. 31.

WLS Shows at Fairs

ANNUAL TOUR of the *National Barn Dance*, heard on WLS, Chicago, Saturday nights, 7:30-12:00 p.m. (CDST), started Saturday, Aug. 9, when the full cast appeared at the Illinois State Fair in Springfield. The *Barn Dance* will appear Aug. 16 at the Wisconsin State Fair, Milwaukee, and on Aug. 30 at the Indiana State Fair in Indianapolis. The complete four and a half hour show will be presented at the three Fairs. The *Dinnerbell* program, heard Monday through Friday, 12:45-1:15 p.m., featuring Arthur C. Page, associate editor of *Prairie Farmer*, will be presented from the *Prairie Farmer*-WLS booth at the Fairs.


No Whales
in Tennessee...
Just a WHALE of a Story!
It IS a whale of a story as TVA plows into a $110,000,000 dam-building program . . . the nearby Aluminum Company doubles its plant size and personnel . . . and defense industries work three shifts a day.
It's a whale of a story . . . and a whale of a market, this TVArea.
And WNOX is your best harpoon!
CBS • 990 KC.
WNOX
A Scripps-Howard Radio Station Affiliated With The Knoxville News-Sentinel
KNOXVILLE — TENNESSEE
5,000 WATTS DAY; 500 WATTS NIGHT
C.P. GRANTED 10,000 WATTS FULL TIME
Reps: The Branham Company

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WICC, Bridgeport, Conn.

Dr. Swetts Root Beer Co., New York (root beer), 130 *t*, thru C. I. Miller Co., N. Y.
Megowen Educator Food Co., Lowell, Mass. (crackers), 39 *sa*, thru J. W. Queen Agency, Boston.
Foster-Milburn Co., Buffalo (Doan's pills), 104 *t*, thru Spot Broadcasting, N. Y.
Church & Dwight, New York (Cow Brand Soda), 156 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Cliquot Club Co., Millis, Mass. (ginger ale), 170 *t*, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (Carter's Little Liver Pills), 260 *t*, thru Street & Finney, N. Y.
Ex-Lax Mfg. Co., Brooklyn (laxative), 115 *t*, thru Joseph Katz Co., Baltimore.
Canada Dry Co., New York (Spur), 260 *t*, thru J. M. Mathes, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 52 *t*, thru Franklin Bruck Adv. Corp., N. Y.
McFadden Publications, New York (*True Story* magazine), 15 *t*, thru Arthur Kudner Inc., N. Y.

KYW, Philadelphia

National Bakers' Service, Philadelphia (Freihofer's Holiywood Bread), 6 *sa* weekly, thru Richard A. Foley, Philadelphia.
Iowa Soap Co., Burlington, N. J. (Miracle soap), 6 *sa* weekly, thru James G. Lamb, Philadelphia.
Mildine Corp., Philadelphia (All-Purpose face cream), 6 *sa* weekly, direct.
Foster-Milburn Co., Buffalo, N. Y. (Doan's Pills), 3 *t* weekly, thru Street & Finney, N. Y.
Carnation Milk Co., Milwaukee (canned milk), 4 *t* weekly, thru Erwin, Wasey, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 8 *sa* weekly, thru Compton Adv., N. Y.
Wesson Oil Co., New Orleans (cooking oil), 6 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

WFIL, Philadelphia

Procter & Gamble Co., Cincinnati (Duz), 3 *sa* weekly, thru Compton Adv., N. Y.
Chamberlain Aircraft Training Division, Philadelphia (instruction), 8 *sa* weekly, thru Stewart-Jordon Co., Philadelphia.
Morris Plan Bank, Philadelphia (personal loans), 6 *sp* weekly, thru Philip Klein Adv., Philadelphia.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Bisceglia Bros., Philadelphia (Greystone wines), 12 *ta* weekly, thru J. M. Korn Adv., Philadelphia.
Knox Co., Los Angeles (Cystex), 2 *t* weekly, thru Barton A. Stebbins Adv., Los Angeles.

CFRB, Toronto

Bromo Seltzer Ltd., Toronto, weekly *sp*, thru Ruthrauff & Ryan, N. Y.

CFCF, Montreal

T. Eaton Co. Ltd., Montreal (chain department store), 5 *sp* weekly, direct.
Henry Morgan & Son Ltd., Montreal (department store), 5 *t* weekly, direct.

KIDO, Boise, Ida.

Los Angeles Soap Co., Los Angeles (White King soap), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

KOA, Denver

Procter & Gamble Co., Cincinnati (Dash), 3 *sa* weekly, thru Pedlar & Ryan, N. Y.
American Chicle Co., Long Island City, N. Y., 4 *sp* weekly, thru Badger & Browning, Boston.
Kellogg Co., Battle Creek (Pep), 10 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

WJJD, Chicago

Dave Miner Co., Chicago (music lessons), 5 *t* weekly, direct.
Travelers Casualty Insurance Co., Chicago, 3 *sp* weekly, 52 weeks, thru First United Broadcasters, Chicago.
Parr Vitamin Co., Chicago, 7 *sp*, thru United Adv. Cos., Chicago.
American Aircraft Institute, Chicago, 3 *sp* weekly, 13 weeks, thru M. A. Ring & Co., Chicago.
Manhattan Soap Co., New York, 5 *sp* weekly, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Fred J. Walsh Co., Chicago (real estate), 1 *sp* weekly, 13 weeks, thru Burton Browne Inc., Chicago.
Star Pen Co., Chicago (Waltham Pens), 7 *sp* weekly, 13 weeks, thru United Adv. Co., Chicago.

WGN, Chicago

Blue Moon Foods Inc., Thorp, Wis. (Bavarian cheese spreads), 6 *sa* weekly, 13 weeks, thru H. B. LeQuatte Inc., N. Y.
Lever Bros. Co., Cambridge (Swan Soap), 3 *sa* weekly, six weeks, thru Young & Rubicam, N. Y.

WROK, Rockford, Ill.

Friendship Studios, Chicago, 13 *sa*, thru Phil Gordon Agency, Chicago.
William Wrigley Jr. Co., Chicago, 13 *t*, thru Arthur Meyerhoff Co., Chicago.
State of Wisconsin, Dept. of Agriculture, Madison, 20 *sa*, direct.
Black Kow Bottling Co., Chicago (Black Kow), 17 *sp*, thru Reincke-Ellis-Younggreen-Finn, Chicago.

WEEI, Boston

J. L. Prescott Co., Passaic, N. J. (Dazzle Bleach, etc.), *sa* series, thru Monroe F. Dreher Inc., N. Y.
Shaler Co., Waupun, Wis. (Rislone motor tuneup), *sa* series, thru Kirkgasser-Drew, Chicago.
Eastern Steamship Lines, Boston, *sa* series, thru N. W. Ayer & Son, N. Y.
Procter & Gamble Co., Cincinnati, *sa* series, thru Compton Adv., N. Y.
Howard Johnson Restaurants, Wollaston, Mass., 3 *sa* weekly, thru H. M. Frost Co., Boston.
Procter & Gamble Co., Cincinnati (Ivory Soap), *sa*, thru Compton Adv., N. Y.

WNAC, Boston

Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Forty Fathom Fisheries, Boston (packed fish), 39 *sa*, thru Alley & Richards Co., Boston.

WIBG, Glenside, Pa.

Philco Dealers of Pennsylvania, Philadelphia (refrigerators), 750 *sa*, thru Julian G. Pollock, Philadelphia.
Crawford Inc., Philadelphia (furriers), 39 *sa*, direct.
Liberty Title & Trust Co., Philadelphia (savings), 120 *sp*, direct.
Bisceglia Bros., Philadelphia (Greystone wines), 18 *ta* weekly, for 13 weeks, thru J. M. Korn Adv., Philadelphia.

WOR, New York

National Shoe Stores, New York, 6 *sa*, *sp* weekly, thru Emil Mogul Co., N. Y.
Rockwood & Co., New York (chocolate bits), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.
Maltex Co., Burlington, Vt. (cereals), 6 *sa*, *sp* weekly, thru S. C. Croot Co., N. Y.
Quaker Oats Co. Chicago (dairy feeds), weekly *t*, thru Sherman & Marquette, Chicago.
Chatham Mfg. Co., New York (blankets), 5 *sp* weekly, thru M. H. Hackett, N. Y.
Bond Stores, New York (men's clothing), 7 *sp* weekly, thru Neff-Rogow, N. Y.

WQXR, New York

Botany Worsted Mills, Passaic (Botany products), 2 *sp*, 3 *sa* weekly, thru A. J. Silverstein, N. Y.
H. W. Hall, New York (furriers), 6 *sp* weekly, thru Lester Harrison Associates, N. Y.
Brett, Wyckoff, Potter & Hamilton, New York (real estate), 5 *sp* weekly, thru Huber Hoge & Sons, N. Y.

WNEW, New York

P. Lorillard Co., New York (Old Gold), 6 *sp* weekly, 52 weeks, thru Lennen & Mitchell, N. Y.
Salz Bros. Inc., New York (pens), 5 *sp* weekly, 52 weeks, thru S. R. Leon Inc., N. Y.

WJZ, New York

Detroit & Cleveland Navigation Co., Detroit (transportation), 8 *sp*, thru Ralph L. Wolf & Assoc., Detroit.

WEAF, New York

Delehanty Institute, New York (civil service trade school), 3 *sp* weekly, 39 weeks, thru Devine Adv. Agency, N. Y.

WABC, New York

American Chicle Co., Long Island City (Chiclets-Dentyne), 6 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
Book House for Children, Chicago, 2 *sa* weekly, thru Presba, Fellers & Presba, Chicago.

WFHR, Wisconsin Rapids, Wis.

Sterling Insurance Co., Chicago, 6 *sp* weekly, direct.
Mid-Continent Petroleum Corp., Tulsa, 6 *sp* weekly thru R. J. Potts & Co., Kansas City.
Rolls Camera Co., Chicago, 6 *sa* weekly, thru First United Broadcasters, Chicago.

WCBI, Columbus, Miss.

Ralston Purina Co., St. Louis (feeds), 3 *sp* weekly, direct.
Firestone Tire & Rubber Co., Akron, O. (tires), 30 *sa*, thru Sweeney & James Co., Cleveland.

CJCA, Edmonton, Alta.

John H. Woodbury Co., Cincinnati (soap), 26 *sa*, thru Lennen & Mitchell, N. Y.
Pinex Co., Fort Wayne, Ind. (Pinex cold remedy), 220 *sa*, thru Russel M. Seeds Co., Chicago.

KFRC Takes Over Housewives' Show

Protective League Program Switches From KSFO

AFTER MORE than a year on KSFO, CBS affiliate in San Francisco, the Northern California edition of the *Housewive's Protective League* has shifted to KFRC, San Francisco, taking along with it most of its participating sponsors.

The *Housewives Protective League* program idea belongs to Fletcher Wiley, who presents it daily on KNX, Hollywood. Gale Drake has been handling the San Francisco edition.

Drake went over to KFRC to get the show organized, then departed for Hollywood, where he is to conduct the KNX edition for Wiley. The latter, recently signed for exclusive sponsorship by Campbell Soup Co., brought Drake to Hollywood. Succeeding Drake at San Francisco is Paul Gibson.

The *Housewives Protective League* is now heard as a participating feature Monday through Friday on KFRC, 6:30-7 a.m., 12:15-1:45 p.m., and 3:30-4 p.m. and on Saturdays, 6:30-7 a.m. and 8-8:30 a.m. PST.

Testing Bureau

Unique feature of *Housewives' Protective League* is that all products seeking sponsorship must first be passed by a testing bureau of 400 housewives. Samples of each product are sent to a carefully selected group of 50 of those best suited to pass judgment on the particular article. They are asked to use the product and express an opinion as to whether or not it is a good value for the price. If 80% of the replies praise the item, the advertising is accepted.

Among the major participating sponsors are Standard Beverage (Par-T-Pak), Par Soap Co., Southern Pacific Railway, Hale Bros. Department Stores, New Process Laundry & Dry Cleaners.

To supplant the *Housewives' Protective League*, KSFO started a similar program with feminine appeal, conducted by Gordon Owen. Owen used to conduct a like program on KSL, Salt Lake City, and more recently has been San Francisco representative for Radio Sales Inc. The program, released several times daily, likewise is sold on a participating basis.

Welles Starts Sept. 15

LADY ESTHER, Chicago (cosmetics, toilet preparations), which will star Orson Welles in a new series of variety-drama programs on 63 CBS stations Monday at 10:30 p.m. [BROADCASTING, July 14], has announced the starting date as Sept. 15. The show will originate in Hollywood and will have drama, comedy and music as principal ingredients. It marks Welles' return to radio after a year in Hollywood producing motion pictures. Agency is Pedlar & Ryan, New York.

Radio Advertisers

RUBSAM & HORRMANN Brewing Co., New York (R & H beer), is using three types of programs on WOR, New York, to promote its beer. The company has been sponsoring *Barrel of Fun*, Thursdays 8:30-9 p.m., and recently added participations in *Happy Jim Parsons*, Tues., Weds. and Thurs., at 10:30 a.m. and spot announcements on *Ramona & the Tune Twisters*, Tues. and Thurs., 10:45 a.m. Agency is Samuel C. Croot Co., New York.

TRU-ADE Inc., Los Angeles (beverage), with local bottler tie-up, in a two-month campaign which started Aug. 4, is using daily participation in *News While It's News*, on WMAS, Springfield, Mass. In a similar deal, the firm also is sponsoring daily participation in *Happy Johnny* on WBAL, Baltimore. In addition, daily transcribed announcements are being used on WMAL-WRC, Washington, D. C., with two per day on WSAV, Savannah, Ga. Agency is Beaumont & Hohman Inc., Los Angeles. Robert Schmeltzer is account executive.

DR. P. PHILLIPS CANNING Co., Orlando, Fla. (canned fruit juices), on July 29 started *Dr. Phillips Minstrel Man*, five-minute live show featuring Will Aubrey, Tues., Thurs., Sat., on KPO, San Francisco. Company has been participating in Kay Cook's *Women's Testing Bureau*, Tues. and Thurs., 9:30 a.m. on KJR, Seattle. Agency is C. L. Miller Co., New York.

FUHRMAN'S FURS, Los Angeles, in a late summer campaign is currently using daily spot announcements on KFVD and KRKD, Los Angeles. Charles Davis Adv., Los Angeles, has the account.

GROCERS PACKING Co., Los Angeles (packaged vegetables, dried fruits), new to radio, on Aug. 4 started 52-week daily participation in *Breakfast at Sardi's* on KFWB, Hollywood. Firm is also sponsoring twice-weekly participation in *Homemaker's Club* on KHJ, Los Angeles, having started July 29 for 13 weeks. The Mayers Co., Los Angeles, has the account.

HUDSON'S BAY Co., Winnipeg (department store), has started a series of spot announcements three times daily on CJRC, Winnipeg. Account was placed direct.

WESTERN CANADIAN Greyhound Lines, Calgary, Alta., has started twice-daily spot announcements on eight prairie province stations. Account was placed by Stewart-McIntosh Ltd., Calgary.

Reserve Your Copy of

1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO

DES MOINES, IOWA

4 Out of 5 Banks

J. B. FUQUA, manager of WGAC, Augusta, Ga., claims a record for one hot July day when he and his salesmen sold schedules to four out of five of the city's banks. One uses six five-minute newscasts and a 15-minute program weekly; another the twice weekly *Enemy Within* transcriptions; the third 52 fifteen-minute musicals, and the fourth a series of spots. The total billings will run $3,600.

FOX HEAD WAUKESHA Corp., Waukesha, Wis. (beer & ale), expects to expand its distribution into the Milwaukee and other midwestern markets in the near future. Company recently renewed 13-week contracts in Chicago for one-minute transcribed announcements six times a week on WJJD and four times a week on WCFL. Agency is Van Auken-Ragland, Chicago.

NOXZEMA CHEMICAL Co., Baltimore, which sponsored *Battle of the Boroughs* on WABC, New York, until Aug. 2, is suspending the program for five weeks, resuming it on WABC Sept. 13. Programs will continue in the fall, Saturdays, 9:45-10:15 p.m., with the same format of matching teams from two of New York's five boroughs. Agency is Ruthrauff & Ryan, New York.

STATE OF COLORADO Dept. of Revenue, Denver, in its tax-collecting program, used five announcements the week of July 24 on KOA, Denver, placed through Max Goldberg Adv. Agency, Denver. Intermountain Travelers Assn., to promote its convention, also bought spots that week on the same station.

CATELLI FOOD PRODUCTS Ltd., Montreal (macaroni), on Aug. 5 started a series of spot announcements four times weekly on CFCN, Calgary; CJCA, Edmonton; CKY, Winnipeg; CKCK, Regina; CFQC, Saskatoon, Sask. Account was placed by E. W. Reynolds & Co. Ltd., Toronto.

ELSTER HARDWARE & REFRIGERATION Co., Los Angeles (ice boxes), new to radio, in a 13-week Southern California campaign starting July 26 is using 48 spot announcements weekly on KFWB; 12 each on KRKD, KIEV and 7 on KMPC. Agency is Mayers Co., Los Angeles.

SCHOENFELDS', Seattle furniture store, for its KIRO program has signed Bob Mayberry, former Hollywood entertainer, for three mornings a week of his *A Word to The Wives*. The 15-minute program combines songs, piano selections, and household shortcuts.

NBC-BLUE program, *Best of the Week*, which features the best tune, best Hollywood news, best experience, best oddity and best draftee experience of the week, is now heard on the Monday evening *English Hour*, shortwaved to Latin America on NBC's international station, WRCA.

WOR Shows Increased Autumn Retail Business

MORE THAN doubling its previous autumn record for retail business, WOR, New York, last week reached a new high retail mark with two new contracts and four renewals. New contracts were from the National Shoe Stores for participation on WOR's *Uncle Don* show, through Emil Mogul Co., and from the Atlantic & Pacific Tea Co. for spots on the *Happy Jim Parsons* program to promote peaches, through Paris & Peart.

Bond Stores renewed for three programs, participations on John Gambling's early morning *Musical Clock*, Frank Singiser's news, 12:45-1 p.m. on Sundays, and Arthur Hale's *Confidentially Yours*, thrice-weekly at 7:15 p.m. Both I. J. Fox and the Pep Boys, auto accessories chain, renewed for announcements on the WOR all-night show, *Moonlight Saving Time*.

Stevens Replaces Balter

JACK STEVENS replaced Sam Balter in handling the *Inside of Sports* program for Bayuk Cigars Inc., Philadelphia, on Aug. 5, when the program shifted its origination from the West Coast to WFIL, Philadelphia, over an expanded MBS network. It is understood that Balter and Ivey & Ellington, Philadelphia agency handling the account, were at differences over the origination point for the broadcast. Stevens had been handling the show for the cigar concern on the Yankee Network in New England.

White Tailors Now On WFIL

P. B. WHITE & Co., Philadelphia tailoring firm which has a suit pending against WIP, Philadelphia, over alleged breach of contract in cancelling its radio contract, will return to local radio Sept. 1 on WFIL. Until several months ago, when it terminated its *For Men Only* series on WIP after five years, radio has been the only medium used by the sponsor. Handled through Harry Feigenbaum Agency, Philadelphia, the White firm contracted for a year for one hour of popular recorded music to be sponsored nightly, Monday through Saturdays, at 11 p.m., on WFIL. WIP cancelled its contract with the tailoring concern shortly after linking with Mutual network. While its contract with the station was cancellable, the sponsor alleges that the cancellation notice was not issued in conformity with terms of the agreement.

Brazil Salute Recordings

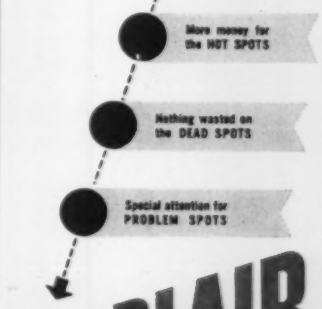
NBC has supplied the Brazilian Information Bureau in New York with 10 recordings of the network's salute to Brazil on one of the *Good Neighbors* broadcasts, heard on NBC-Red each Thursday evening. Bureau Chief Silva sent one record to President Vargas, one to Foreign Minister Aranha and one to Radio Director Barata, retaining seven discs as a circulating library to be loaned to schools, clubs and other organizations asking for information about Brazil.

SPOT BROADCASTING

permits

SPOT BUDGETING

to fit each market's volume



JOHN BLAIR & COMPANY

NATIONAL STATION REPRESENTATIVES

CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

TODAY

is the time to get up to the minute

INFORMATION

on this

MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW

5000 WATTS • 680 KC.

COLUMBIA AFFILIATE

National Representatives

THE KATZ AGENCY, Inc.

ILLINOIS?

For a big chunk of it, use the DECATUR station,

WSOY

250 w. 1340. Full time. Sears & Ayer. Local help given.

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Serving Canada's Rich Pacific Coast Area, with Bonus Coverage of Northern U. S. Points. See any J. H. McGillvra office, or, in Canada, H. N. Stovin.

CJOR

Vancouver—Canada

1000 Watts 600 KC

National Representatives

J. H. McGillvra (U. S.)

H. N. Stovin (In Canada)

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network

590 KC 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR.

John Blair & Co. Representatives

PROF. ABBOT'S GRADS
Michigan Radio Classes Are Well Represented

PROF. WALDO ABBOT, who installed and directs the radio classes at the U of Michigan and who is author of the standard text *Handbook of Broadcasting*, taking notice of the crop of U of Iowa students going into radio [BROADCASTING, July 14], challenges any other institution to produce a bigger list of graduates than those of the Ann Arbor institution who are now with broadcasting stations.

Michigan graduates now professionally employed at stations are:

Peter Antonelli, WJLS, Beckley, W. Va.
Howard Bressler Barnes, CBS production staff.
Rowland Barbour, KVSF, Santa Fe, N. M.
James Britt, Yankee Network director of sports.
Charles Bowen, WSOO, Sault Ste. Marie, Mich.
Dorothy Caughey, WOKO, Albany, N. Y.
Merle Clarke, WSAM, Saginaw, Mich.
Don Chown, WJR, Detroit, Mich.
W. Fritz DeFries, WHLS, Port Huron, Mich.
Geraldine Elliott, WJR, Detroit, program director.
Steve Filipiak, WIBM, Jackson, Mich.
Frank Firnschild, WSOO, Sault St. Marie, Mich.
Jack Gelder, WJLS, Beckley, W. Va.
Sylvia Goldstein, WKST, New Castle, Pa.
Ted Grace, WJR, Detroit.
Joe Graham, WENY, Elmira, N. Y.
Robert Hite, KWK, St. Louis.
Mort Jampel, WSOO, Sault St. Marie, Mich.
Hazel Johnson, WNBF, Binghamton, N. Y.
Ruth Landwehr Landers, WAAT, Jersey City.
Bob Lewis, WTRY, Troy, N. Y.
Charles Livingston, WXYZ, Detroit.
Dorothy Lull, WAPI, Birmingham.
Ted Mattson, WTOL, Toledo.
Morris Mazer, WOOD, Grand Rapids.
Jack McCarthy, WXYZ, Detroit.
Carl Nelson, WTOL, Toledo.
Esther Nelson, WRUL, Boston.
Ward Quall, WGN, Chicago.
Caroline Rayburn, WJR, Detroit.
William Rice, WJLB, Detroit (now in Army).
Jean Ruth, WHAT, Philadelphia.
Jerry Schlafander, WSOO, Sault St. Marie, Mich.
Fred Shaffmaster, WSAM, Saginaw, Mich.
Stewart Sheill, WSAM, Saginaw, Mich.
Richard Slade, W45D (FM), Detroit.
Harman Stevens, WHLS, Port Huron, Mich.
Sidney Tremble, KSAL, Salina, Kan.
Myron Wallace, WXYZ, Detroit.
Theo Holleman Whitted, WDNC, Durham, N. C.
Maryland Wilson, WFBC, Greenville, S. C.
David Zimmerman, WWJ, Detroit.
Jack Zuideveld, WKZO, Kalamazoo, Mich.

In addition, former Michigan radio speech students now in various positions where they use their microphone training include: Elizabeth Adams, teacher, Bob Jones College; Stuart Churchill, Fred Waring's Orchestra; Doris Ferry, J. Walter Thompson Co., New York; Donald Hargis, U of Oregon; Charles Harrell, Library of Congress; Ernie Jones, McManus, John & Adams, Detroit; E. A. Mcfail, U of Detroit; Sylvan Simon, director, MGM, Hollywood; Margaret Soenksen, McCann Erickson, Detroit; Cadwell Swanson, J. Walter Thompson Co., New York; Jerome Weisner, Library of Congress; Alton Williams, U of Richmond.

ANTICIPATING the juvenile market for Christmas, Kasper-Gordon Inc., Boston, is now releasing three juvenile serials for department and other stores —*Santa's Magic Christmas Tree, Adventures in Christmas Tree Grove* and *Around the World With Santa Claus.*

To Conserve Gas

REMOTE crews of WPID, Petersburg, Va., will travel to and from pickup points in one vehicle to conserve gasoline, according to Lee Chadwick, manager of the station. In the past, the engineer, announcer and production man often have used three separate vehicles where only one was actually required. If the current gasoline shortage continues into the Fall, remote football crews will travel by train instead of auto, Chadwick said. Last year WPID football crews covered more than 1,000 miles.

Dr. Dunn Named Civilian Aide to Gen. Mauborgne

DR. LAWRENCE J. DUNN, of Brooklyn, has been named civilian representative to aid Major General J. O. Mauborgne, chief signal officer of the Army, in coordinating the work of 2,400 Army amateur radio operators affiliated with the Signal Corps.

At present amateurs are transmitting many messages for the Army as training for the voluntary Civilian Defense work they may perform during emergencies. Dr. Dunn will be adviser to the chief signal officer on all matters affecting these amateurs and will work with corps area radio aides in promoting interest by civilian amateurs as well as assist the amateur liaison officer of the Signal Corps, Major David Talley. Dr. Dunn will retain his civilian status and will receive no compensation. Dr. Dunn has long been interested in amateur radio and served as a major in the Signal Corps in World War I.

More Signed By ABTU, Technicians Available

RUSS RENNAKER, manager of the Associated Broadcast Technicians Unit of IBEW, reports the signing of five agreements on a Midwest trip—KSO and KRNT, Des Moines; WMT, Cedar Rapids; WHBF, Rock Island; WAAF, Chicago. Negotiations are still in progress with KSTP, St. Paul, and WEBC, Duluth. Agreements also have been signed with WRUL, Boston, and WINS, New York.

President Charles Warriner of Local 1220, Chicago, reports that in spite of recent reports that a shortage of technicians exist, his union is able to supply qualified men to stations.

NLRB petitions for representation at WPAT, Paterson, N. J., and WBYN, New York, are reported to have been withdrawn by the American Communications Assn. (CIO) and negotiations are in progress at both stations with representatives of the ABTU.

1340 WINX Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

in the CONTROL ROOM

LOUIS McCOMAS YOUNG, chief engineer of KMOX, St. Louis, was ordered Aug. 6 to active duty as a major in the Air Corps stationed at Wright Field, Dayton, O.

CHARLES GIBBS, formerly chief engineer of WGTC, Greenville, N. C., has joined WSAZ, Huntington, W. Va., supervising construction of new transmitter and towers.

HAROLD HACKBARTH, transmitter engineer of WHBL, Sheboygan, Wis., is the father of a girl, born recently.

KENNETH OLSON, formerly chief engineer of KORN, Fremont, Neb., has joined the engineering staff of KMA, Shenandoah, Ia.

THOMAS PRICE, recent graduate of the National Television Institute, Kansas City, has joined the engineering staff of WKBN, Youngstown, O.

D. D. KAHLE, studio engineer of KOA, Denver, and Mrs. Kahle are parents of a daughter, born in July.

WILLIAM KUMPFER has been promoted to studio engineer of KOA, Denver, succeeding Bill Williams, assigned to NBC Hollywood.

LEO SHEPARD, KNX, Hollywood, maintenance engineer, is the father of a 7 lb. boy born July 29.

JACK JOPLIN has been named chief engineer of WGAC, Augusta, Ga., succeeding Merrill Prince, who has been drafted and assigned to the engineering corps at Fort Belvoir, Va.

WRDW Staff Institutes Group Defense Saving

GROUP savings to encourage the purchase of U. S. Defense Savings bonds has become a 100% reality at WRDW, Augusta, Ga., according to W. R. Ringson, manager.

The whole 14 of WRDW's employes, Mr. Ringson said, have voluntarily agreed to have the station deduct a certain amount each week from their paychecks. When an amount sufficient to purchase a bond has been accumulated by the individual, the station purchases it in the name of the employe. Mr. Ringson also declared that the saving involved is left entirely up to the individual and that the movement was an outgrowth of the station's close contact with public speakers who had made WRDW more conscious of the necessity for cooperating in national defense.

When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of

CHNS

The Key Station of the Maritimes at Halifax

Rep: WEED & CO.

Muzak Forecasts FM 'Subscribers'

Sees 10% of N. Y. Population Paying $2.50 Per Month

MUZAK Corp., New York, expects 10% of that city's population to apply for its non-commercial FM program service when it starts early next year at a maximum rate of $2.50 per month, according to a statement by Waddill Catchings, Muzak president. Company, for some years engaged in supplying advertisingless musical programs by wire to hotels, restaurants, apartment buildings etc., was recently granted a permit to construct an FM station (117.65 mc.) in New York by the FCC. Although the programs will be broadcast, Muzak plans to restrict reception to subscribers by sending a discordant noise along with the program which can be tuned out only with the special Muzak receiver [BROADCASTING, July 7].

Citing a statement of the NAB that advertising on the air is justified because of the high quality of entertainment it allows the broadcasting industry, Mr. Catchings declared:

"Muzak, which is now furnishing programs to hotels, restaurants and defense industries, can give just as high quality entertainment to its home subscribers.

Everything But Commercials

"We expect 10% of the population of New York City to apply for our FM service," he declared, "whether or not they are radio set owners. Our programs can be standby programs, supplementing the big commercial programs on the air. Enough subscribers paying the nominal fee we plan to charge will enable us to supply music, news broadcasts, dramatic programs (including live talent wherever desirable) — everything, in short, that radio provides, except commercials."

Muzak patents will also be available to others desiring to operate a competing service. "We have agreed with the Commission to make our patent available", Mr. Catchings said. "Purpose of the patent is to make sure that only those who subscribe to the service receive it. Thus we avoid 'bootlegging.' This is a technical aspect of transmission and does not concern a subscriber to the service."

Success or failure of the Muzak experiment will depend on the public's willingness to pay the fee that would warrant furnishing such a service. "Purpose of the experiment," according to a statement issued by the company in applying to the FCC for permission to construct the FM station, "is to determine whether the public or a sufficiently large portion of the public would prefer to obtain radio programs by direct payment for the service."

"Ar-r-k! better spot WFDF Flint Michigan! ar-r-k! so the old buzzard will get results!"

Navy Will Expand Radio Department

WITH naval communications traffic increasing rapidly, Secretary of the Navy Frank Knox recently announced expansion of facilities to meet the increased load. Secretary Knox also indicated that plans are under way to increase materially the size of the Naval Communication Reserve and to train reserve officers and enlised radiomen and signalmen in increasing numbers.

According to Navy figures, nearly 300% increase in traffic has been handled in the last 2½ years. Total average daily messages increased from 1,534 during the early part of 1939 to 4,518 on July 1, 1941—with a corresponding wordage increase from 98,402 to 156,864, it was stated. To relieve the growing load on official naval radio facilities, much of this traffic has been diverted to wire lines and the telephone and telegraph services, the Navy Department commented.

Since 1939 radio personnel of the Navy has more than doubled, it was indicated, with 1,350 officers performing communication duty now, as against 700 in 1939; 9,200 radiomen against 4,600 and 3,150 signalmen against 1,400. Of the 903 officers on the rolls of the Naval Communication Reserve, 653 are on active duty, along with 5,277 of the 7,000 enlised men. It is anticipated that 1,700 reserve communication officers will be required, and a procurement program is in progress to provide this number, with still further increases foreseen.

The Navy Department also lauded the work of the Defense Communications Board, headed by FCC Chairman James Lawrence Fly, declaring that DCB's "vast effort" would be justified, if only for its development of prospective plans for using Governmental and commercial communication facilities to supplement the purely military communication services and for the alternate routing of traffic to meet essential commercial requirements should normal routes fail to function.

Kornheiser Heads Radio Tunes

PHIL KORNHEISER, for 20 years general manager of Leo Feist Inc., and more recently serving as a consultant to Merritt Tompkins, vice-president and general manager of Broadcast Music Inc., has been named general manager of Radio Tunes Inc., BMI subsidiary organized to publish and promote popular music [BROADCASTING, July 14].

CONTRACT for 111 hours of time on KGKO, Fort Worth-Dallas, is signed by Wright Titus (seated), president of the City National Life Insurance Co. of Dallas. Offering the pen is Ed Bryant, KGKO sales representative, while looking on is Alex Keese, manager of WFAA-KGKO. The contract for 260 quarter-hour programs and 52 half-hour programs on KGKO marks the first use of radio by the insurance company. Couchman Adv. Agency, Dallas, is agency.

NBC Video and FM

ON Sept. 10, W2XWG, NBC's FM station in New York, will drop its summer schedule of experimental broadcasts from 3 to 11 p.m., Monday through Friday, and revert to its original broadcasting schedule of Wednesday through Saturday. It is expected that the operating schedule of WNBT, the network's television station, will similarly be altered at the same date, inaugurating weekend telecasts with the end of the summer season. NBC has regularly coordinated its FM and television program services to avoid unnecessary duplication of technical personnel.

BOND BURGEONS
Drops Radio 'Til Stocks Can Be Replenished

BOND CLOTHING Co., Philadelphia, men's clothing chain, recently cancelled its radio contract with KYW, Philadelphia, under unusual circumstances. It wasn't that radio failed to produce results for the sponsor. Rather, according to A. L. Petrie, manager of the local Bond store, it was because radio was too fruitful.

Attributing the results entirely to radio, Mr. Petrie explained that the store has sold out practically its entire stock and it would be necessary to go off the air in order to reduce the traffic of customers whose needs the concern is unable to meet at the moment.

"There is no sense in advertising," said Mr. Petrie, "when we have nothing to sell." Mr. Petrie said that the store would return to the radio in the Fall, with stock replenished. Bond Clothes participated in the KYW *Musical Clock* each morning for a quarter-hour.

MBS Includes FM

CURRENT issue of the MBS program folio lists FM stations carrying Mutual network programs along with regular Mutual affiliates, marking the first time a major network has tied in FM outlets with its affiliate listings. FM stations include W71NY, owned by WOR, Mutual New York affiliate; W43B, Boston, W39B, Boston, and W47A, Albany.

Network Lists FM

FREQUENCY modulation stations carrying MBS network programs are listed along with regular Mutual affiliates in the current issue of the network's program folio. The new listing marks the first time that any major network has tied in FM outlets with regular affiliated listings. First FM stations to be so included are the WOR-owned W71NY, New York; W43B, Boston; W39B, Boston; W47A, Albany.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

Coming Soon to

WSYR

SYRACUSE

5000

WATTS

at **570** kc.

"The Perfect

COMBINATION"

BUY LOS ANGELES' FIRST CHOICE TO SELL THE NATION'S THIRD MARKET

Los Angeles is the nation's third largest market. To sell this market buy KHJ, the radio station that leads all other Los Angeles network stations in sales by more than two to one.

MUTUAL DON LEE

K H J

LOS ANGELES, CALIF.

WJHP

N·B·C BLUE

Your greatest opportunities are open in Jacksonville over WJHP. Try and be convinced.

WJHP

JACKSONVILLE FLA.

Larger Crowds at Lake Compounc

Radio Is Responsible For Amusement Park Gains

By JULIAN NORTON

General Manager,
Lake Compounce, Bristol, Conn.

A FEW WEEKS ago our amusement park renewed a contract for the 1941 season with WDRC, Hartford, which called for the heaviest radio appropriation in our advertising history.

Ours is almost wholly a spring, summer and early fall business.

That's when people go to an amusement park to dance, to ride the roller coaster, the speed-boats, the scooters, the play automobiles, and to swim, bowl, have picnics, and frequent the shooting galleries.

That's when they come to be amused, to have dinner parties, to eat ice cream, and other refreshments. We appeal to the great middle class, and those under and over —in other words, almost everybody.

It Worked in 1940

How could we bring to this great middle class population what we have to offer? How could we tell them that Lake Compounce, in the heart of Connecticut, was just what they ordered if they wanted to have fun?

The answer, of course, was radio. We tried it hard in 1940, exclusively over WDRC. It worked. We had the second best year in our 96-year history. It worked so well we're back on WDRC again this year with our greatest radio appropriation. And we're on our way to a banner year, probably our best.

The crowds are bigger than we've ever had before, and they're spending more money. The response from our radio advertising has been excellent, and we feel radio is doing us a lot of good. Naturally, we're more than pleased with our results, and our experience with WDRC has been over a period of 11 years.

We have a planned schedule over WDRC. One of the programs we sponsor is a street interview broadcast, which we believe has a tremendous audience—a type of program which the whole family listens to. That's what we want, whole families. And they come out here to picnic and to play.

Then we sponsor the popular Saturday *Strictly Swing Club* show, which has more than 13,000 members. Here our appeal is to the music lovers, the swingsters, the dancers. Each week we have a name band at Lake Compounce, and attendance is always high after sharp plugging on the radio.

On two other days we have special spots on WDRC calling attention to the attractions at the park, and inviting all comers. The spots and programs begin on Wednesday, and from then on through Sunday there is mention of Lake Compounce every day in some manner. Our biggest crowds, of course, come on week ends and our radio advertising is arranged to keep the name of the park out in front during that period.

SIGNING A REVIEW for the 1941 season is Julian Norton, general manager of Lake Compounce, Bristol, Conn., with officials of WDRC, Hartford. Left to right are WDRC Salesman J. Eric Williams, Mr. Norton, and WDRC Commercial Manager William F. Malo.

Show Won't Go On

WWL, New Orleans, made special arrangements to carry a broadcast by the winner of the band contest held as part of the International Lions Convention late in July. Everything was set. The Parkersburg, W. Va., High School Band was present, special lines strung, special engineer on hand. But as broadcast time approached, the bandleader hadn't shown. And despite frantic pleading and cajoling all 105 members of the band refused to play a note without their leader—he didn't appear, and the show had to be cancelled.

They Hear About It

We feel that young people, especially working people, listen to radio a great deal, and pay more attention to the advertising than they would if they read it in the newspapers. They don't read the papers very carefully. They don't notice the ads, unless they want to go some place and then they go looking for it.

But when they're listening to a favorite program on the radio, they also listen to the announcer—and that's where Lake Compounce comes in.

Radio definitely impresses Lake Compounce on their memories. They hear about it, again and again. And then when they think of some place to go, Lake Compounce jumps to their minds.

We've been getting some huge crowds this year. Business is better, and the people are spending more. We know radio is responsible for this attendance, because we're getting people from places [illegible] newspaper advertising never [illegible]

Our advertising on WDRC [illegible] been well repaid. Radio advertis[illegible] is really a nice asset for us—[illegible] good business. Our particular [illegible] of business works in very well [illegible] radio, which reaches just the [illegible] of person we desire to attract.

An average Sunday will [illegible] more than 10,000 persons at [illegible] lake, and a good Sunday will [illegible] more than 15,000. On holidays, [illegible] July 4, we'll get 25,000 to 30,[illegible] And they keep coming back, bri[illegible]ing new faces with them all [illegible] time.

Our WDRC set-up is extrem[illegible] satisfying to us, or we would[illegible] be doing it. We're grateful for [illegible] cooperation of the station's p[illegible]gram department, and to Comm[illegible]cial Manager Bill Malo and Sal[illegible]man Eric Williams, who hand[illegible] our account for the station.

All in all, we're tickled about [illegible] way radio is working for us. W[illegible] wouldn't be; watching those crow[illegible] roll in!

Student Exchange Seri[illegible] To Be Started Aug. [illegible]

FIRST student exchange progr[illegible] between North and South Amer[illegible] has been arranged by the [illegible] American department of the In[illegible] collegiate Broadcasting Syst[illegible] New York, for shortwave Aug. [illegible] at 7:30 p.m. on NBC's inter[illegible]tional stations, WRCA and WX[illegible] The quarter-hour program in Po[illegible]uguese will salute the U of [illegible] Paulo, Brazil, as the first So[illegible] American member of IBS. At [illegible] completion of the United Sta[illegible] program, the University will [illegible]swer in English.

At intervals of two weeks dur[illegible] August and September, the se[illegible] will continue, the second progr[illegible] scheduled for Aug. 29, when [illegible] salutes the National University [illegible] Bogota, Columbia, for its progr[illegible] in technical and scientific edu[illegible] tion.

Each program is a coopera[illegible] venture between the students [illegible] the two nations and is prepa[illegible] with university authorities [illegible] South America. Besides the se[illegible] of exchange programs, the [illegible] Pan-American Department is p[illegible] ducing a series of America F[illegible] Music programs with the Libr[illegible] of Congress for broadcast [illegible] WRUL, Boston station of the W[illegible] Wide Broadcast Foundation.

McBride on WEAF

MARY MARGARET McBRI[illegible] who for seven years as *Mar[illegible] Deane*, conducted one of rad[illegible] most successful participating sh[illegible] for women on WOR, New Y[illegible] starting Sept. 2 will bring the s[illegible] type of program back to the air[illegible] WEAF, 1:45 p.m. EDST, Mon[illegible] thru Friday. Since leaving W[illegible] Miss McBride has conducted a [illegible] *umn of the Air* on CBS for [illegible] Florida Citrus Commission, o[illegible] sustaining basis and under s[illegible] sorship of Bohack Stores, [illegible] York.

Here's what you buy when you say "yes" to advertising space in BROADCASTING. ¶ *You buy the all-radio medium* . . . because BROADCASTING is 100% radio, nothing but radio. ¶ *You buy prestige* . . . because you're using a prestige medium. ¶ *You buy tested advertising power* . . . because 85% of BROADCASTING's clients renew. ¶ *You buy blanket coverage of clients and prospects* . . . because BROADCASTING completely blankets national radio advertisers and their advertising agencies. ¶ *You buy economical advertising* . . . because BROADCASTING's circulation has increased 400% in 10 years, but its advertising rates only 20%. ¶ *You buy the No. 1 Advertising Choice* . . . because BROADCASTING is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. ¶ Isn't that 50,000 watts of advertising space for your money?

Buy
BROADCASTING
Today!

* WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.

Defense Shows Use 226 Hours of NBC, CBS Time

NBC AND CBS have announced the total number of broadcasts they had devoted to national defense during the first six months of 1941. NBC-Blue and Red, from Jan. 1 to July 12, totalled 124 hours and 38 minutes devoted to defense programs, with an additional 49 hours and 6 minutes devoted to controversial programs dealing directly with that subject, the latter including roundtables, debates and speeches. These totals do not include spot announcements for Treasury Bonds, USO and similar projects.

CBS reported that it carried 271 broadcasts dealing with national defense, or a total of 101 hours and 38 minutes. As in the case of NBC, the CBS figures do not include spot announcements for various defense service organizations.

Accused

A WOMAN'S SCREAM, not in the script, was heard coast to coast on a recent *Famous O. Henry Jury Trials* broadcast, on NBC-Blue. The scream pierced the air when a feminine member of the studio audience became so excited for fear the murderer would not be convicted, that she shrieked lustily, "He's the one! That's the man who did the murder!"

'REVERBERATION SYNTHESIZER'

Dr. Goldsmith's System Creates Illusion of Small Room —Or Giant Auditorium By Mixing Sounds—

AN INVENTION which may save broadcasters the expense of studio duplication or auditorium rental has been under experiment for some time in New York. Able to simulate any form of accoustical surroundings by the control of reverberations, the perfected system can give the illusion of a crowded small room or the empty hollowness of a tremendous cathedral. It adds a "third dimension" to broadcasting or receiving, according to its inventor, Dr. Alfred N. Goldsmith, New York consulting engineer and onetime chief engineer of RCA.

Dr. Goldsmith

Working on the principle that reverberation puts the accoustical surroundings into all sounds—a small room sounds like a small room because there are more reverberations than in a large hall—Dr. Goldsmith states he has perfected a system for controlling the reverberations by capturing the sound as it is made and creating, electrically, echoes of those sounds. These echoes are then treated as synthetic reverberations, which can be controlled by a switch. If a large concert hall were to be simulated the switch would be made to turn on fewer vibrations; if one wanted the illusion of a small, crowded room, the switch might be turned to throw on as many vibrations as possible (because of the closeness of the walls in a small room there are naturally more vibrations bouncing off them).

Mixes the Sounds

The system now in use is both uneconomical and inflexible, according to the inventor. In order to simulate a certain large concert hall, a replica studio having the same acoustical arrangements has to be found or built. For different sound effects different studios, auditoriums, or "reveberation chambers" have to be used. All this, he says, can be eliminated by the new system known as the "reverberation synthesizer". With a concert being played from a broadcasting studio, the push of a button will bring the illusion of a Carnegie Hall, a Constitution Hall or a Central Park Mall.

Dr. Goldsmith calls his echomakers "recording heads". Actually they transform the sound wave into magnetic waves to produce a sound record. When the normal sounds are mixed with the controlled reverberations, the desired effect is obtained.

"The implications of the invention are far-reaching," says Dr. Goldsmith. "Radio stations can have most programs eminating from the same studio. Natural conditions can be more easily and expeditiously simulated. Suppose a character in a radio drama walks from a crowded room to the cellar of the house. The full sounds of the room to the hollow sound of the empty basement is a matter of a twist of the switch."

In addition, Dr. Goldsmith looks to the day when all receiving sets in the home will have a "synthetic reverberator". In that way each listener could suit the surroundings of a program to his taste. He might want to feel that certain organ music is coming from a tremendous chapel or a musical program from a symphony hall. With the new attachment, the transformation would be easy. Examples could be increased a hundredfold, not forgetting the comic effects that might be obtained by such a procedure as making echoes come before the sound, and the like.

Not only radio, but phonograph recording and reproductions as well as sound motion picture recording and reproduction could make beneficial use of the "reverberator" along these same lines, according to Dr. Goldsmith.

Jap Raids Fail to Halt Chungking Shortwaving

DESPITE frequent air raids and claims of the Japanese that the Chinese shortwave stations, XGOX and XGOY, have been destroyed, the two stations are still operating on a 16-hour schedule from China's war capital, Chungking, according to Chinese reports.

XGOX is directed toward North America, while XGOY is beamed toward Europe and the Far East. The Chungking studio is housed in a building constructed of huge blocks of granite four feet thick, while transmission apparatus has been set up in dugouts blasted in side of the hill on which Chungking sits. Broadcasts are piped from the studio to the transmitter by telephone. Programs are in nine different languages and six Chinese dialects. XGOX operates on 15.2 mc. and XGOY on 11.9 mc.

New Pillsbury Show

WALTER PATTERSON, announcer of WSPD, Toledo, and former producer of *The Musical Steelmakers* has been signed to a 26-week contract by Pillsbury Flour Mills to star in a new NBC-Blue show to feature Patterson's singing and patter. Also part of the program, which will be broadcast Thursday through Sunday from Chicago starting Sept. 11, will be the King's Jesters. Agency is McCann-Erickson.

FCC Clarifies Nebraska Case

KONB Is Issued CP, KORN Given Authority to Transfer

ISSUING a construction permit to KONB, Omaha, Neb., and granting consent to transfer control of 50% of KORN, Fremont, Neb., the FCC Aug. 5 finally cleared up a situation that previously had moved the Commission to withhold a construction permit from KONB and to order a hearing to determine whether the license of KORN should be renewed [BROADCASTING, June 23].

KONB's construction permit, although first granted June 25, 194[illegible] had become endangered when the 90% owners of the station—C. A. Malmsten, cattle rancher and Texas fruit grower; John K. Morrison and Arthur Baldwin, both in the insurance business, attempted to sell out to the Glassman brothers of Ogden, Utah, even though the station had not yet gone on the air. As the FCC frowned upon this, the would-be assignors sought to withdraw the application, a move granted with prejudice by the Commission, which in turn cited KONB for hearing to investigate the matter.

The transfer of control of KORN, which was granted simultaneously with the FCC renewing its license, allowed Clark Standford, 52% stockholder of KORN to transfer his holdings to C. A. Malmsten, A. C. Sidner, S. S. Sidner, E. J. Lee and H. A. Gunderson. Difficulty in this case arose when the assignee group tried to re-transfer their holdings to a third party, consisting of KORN Station Manager John F. Palmquist and Paul Boyer, merchandising director, despite the fact that the original transfer had not yet been approved. As in the other case sensing FCC disapproval, the second application was withdrawn but not before the FCC ordered the matter set for hearing.

H. GEORGE SHEFLER, of Phoenix, Ariz., has been named sales representative for the Turner Co., Cedar Rapids, Ia., line of microphones and microphone equipment in Arizona, New Mexico and El Paso, Tex.

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The MAGIC CIRCLE

5,000 richly laden watts, night and day, serving the Magic Circle, the richest and most populous area in all the southeast!

Columbia Broadcasting System affiliate.

EDNEY RIDGE DIRECTOR

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GREENSBORO, N.C.
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FULL TIME 1270 K C
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Voice of the Tri-Cities
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Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Transmitter Operator—No experience required only license. Send qualifications, expected salary to KHMO, Hannibal, Mo.

Announcer—Personality voice, experienced, for new station, send transcription, expected salary to KHMO, Hannibal, Mo.

Opening Up September 1—Can use one more combination operator-announcer. Give experience, references, first letter. KRJF, Miles City, Montana.

Salesman—For network affiliated station in competitive 100,000 Eastern metropolitan market. Send full particulars first letter to Box 777, BROADCASTING.

Combination Operator-Announcer—Texas. State first letter, age, draft status, previous experience and salary expected. Good opportunity for right man. Box 791, BROADCASTING.

An Announcer And A Salesman—Wanted for a Regional station now expanding. Good future for right men. Send all experience and personal data to Box 790, BROADCASTING.

Announcer-Writer—Midwestern regional network station. Commercial copy and newscasting are important. Advise age, education, experience, enclose copy samples, and advise if transcription available. Box 793, BROADCASTING.

Experience—Sports announcer wanted by Midwest Regional Station in good market. Must be A-1 in basketball and football. Send transcription, detailed information, and salary expected. Box 788, BROADCASTING.

Salesman—Well established MBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesman who wants to get ahead. Write full details concerning yourself to Box 778, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 25,000—excellent climate and living conditions wants college man with hour experience as well as 3 years' experience as chief of 5 kw station, good references reouired. Station 5 kw Modified Western Electric CBS affiliate wages $1.15 per hour. Box 787, BROADCASTING.

Situations Wanted

Operator-Transradio Man—Married; seeks permanent connection. Available immediately. Box 780, BROADCASTING.

Combination Announcer - Operator—Now employed. Considering change. State salary. Box 776, BROADCASTING.

News Reporter—University graduate; six years newspaper background. $50 minimum. Immediately. Box 783, BROADCASTING.

Sports And Studio Announcer—Football boxing, basketball, baseball. Five years' experience, draft exempt. Employed at present, but desire change. Box 796, BROADCASTING.

Situations Wanted (Continued)

Experienced Announcer—Single, young, draft exempt. Can handle news and write copy. Box 794, BROADCASTING.

Announcer—Nine years' commercial, news, special events, mail pulling, direct selling, farm shows, street broadcasts, adlib emcee. Draft deferred. Now employed. Excellent references. Box 795, BROADCASTING.

ENGINEER—Twenty years' experience. Draft exempt. Complete station maintenance, studio, recording, code, controls, supervisory experience. **MARRIED-FAMILY.** Prefer Pacific northwest. Permanent only. Please state salary. Box 786, BROADCASTING.

Chief Engineer—32, married, now employed in network affiliate, desires position where technical and executive ability combined with resourcefulness and loyalty will be of value. Box 785, BROADCASTING.

Nineteen Year Old Man—With Radio-Telephone First seeks control-room operator's position. Employed now but desires change. Prefer South-west or Gulf-coast city. Box 784, BROADCASTING.

Writer-Producer—University graduate, 28, single, 8 years' major radio station and advertising agency experience, continuity, production, and announcing desires station or agency connection. Free to travel. References. Box 789, BROADCASTING.

Competent Radio Engineer—6½ years' experience studio control, recording, maintenance, design, operation, RCA, W.E. and composite 1-50KW transmitters. 29 years, married, draft exempt. College training. Now employed Net Key 50KW. Minimum salary, $75.00 week. Box 781, BROADCASTING.

Assistant Manager — Program Director—Wishes change. Ten years' thorough experience; program, production, writer-actor. 5 years Network Key-Station affiliation. Has proven sales results through original productions, and executive ability. Personable, cooperative, efficient, progressive. Age thirty. Box 782, BROADCASTING.

Wanted to Buy

Wanted—RCA 76B-1 Speech Consolette or similar audio facilities WE 300A Reproducer panels. Box 792, BROADCASTING.

For Sale

RCA Special Purpose Tubes 40% Off—1603 1609 1620 1622 845 new original cartons shipped C.O.D. Russell Davis, 1755 34th Ave., San Francisco, California.

Miscellaneous

Photo Reproductions—From your photos. Hi-gloss — always pleasing. 5 x 7 — 50, $2.50; 100, $3.95. 8 x 10—50, $3.25; 100, $5.50. Post Cards—500, $8.50; 1,000, $15. 50% with order, balance C.O.D. Photo Copies Company, Hutchinson, Kansas.

They're readying fall and winter schedules. So talk to them now—through BROADCASTING!

Pabst's All-Stars

EXCLUSIVE broadcast rights for the All-Star football game Sept. 3 have been given to WHN, New York, which will carry a play-by-play description of the event under sponsorship of Pabst Sales Co., Chicago, for Pabst Blue Ribbon Beer. The contest in New York's Polo Grounds is arranged by the *New York Herald-Tribune* annually and will be between the New York Giants Professional team, coached by Steve Owen, and the collegiate stars of the country, coached by Jim Crowley. Agency is Lord & Thomas, Chicago.

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One minute or one hour—
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Studio Notes

TRENT BROADCASTING Corp., Trenton, N. J., recently licensed by the FCC to construct a new station in that city [BROADCASTING, Aug. 4], contemplates all-night 24-hours-a-day operation, according to Charles Quinn, president of the new radio company. Mr. Quinn added that plans for the beginning of operations and location of quarters for the new station would have to be worked out at a meeting early this month of stockholders and officers. The radio towers and transmitter will be located in Yardley, Pa., nearby, but the broadcasting studio will be somewhere in the city proper, Mr. Quinn said.

WDRC, Hartford, has started a summertime promotion campaign to call attention to the Shoppers Special, heard from 7 to 9 each morning. Harvey Olson, who portrays the character of "Sleepy Slim", is asking for advice on how to run the period, listeners are asked to compose songs about "Sleepy", and the troubles of life will be explored and listeners asked to suggest antidotes.

WHEB, Portsmouth, N. H., featured as a guest artist on a recent *Lets Join The Army at Camp Langdon* program the well-known poet-humorist, Ogden Nash, who was summering at nearby Little Boars Head. The program was one of a series produced and written by the boys at Camp Langdon.

A SERIES of public service transcriptions for use by stations of Indiana was cut Aug. 2 at WOWO, Fort Wayne, plugging crop insurance. Charles Gregory, state crop insurance supervisor, and Jim Conway, farm program director of the station, are featured on the transcriptions.

WHOM, Jersey City, during the period May through July contributed to the Treasury Dept. a total of 1,445 announcements promoting the sale of Defense bonds and stamps, representing $7,225 in time sales. Announcements, in eight foreign languages and English, averaged 15 a day weekdays and 20 on Sundays, with a total of 485 in May and in July, and 475 in June.

TO ASSIST the campaign for cutting down gas consumption, Al Hodges, automobile reporter for WMCA, New York, is making a series of maximum mileage tests under various conditions and broadcasting the results on WMCA Sundays at 10:30 a.m. Listeners are also asked to cooperate in making their own experiments and furnishing Hodges with their data for a complete report this fall to the American Automobile Assn.

KXOK, St. Louis, has extended time of broadcasting from 12 midnight to 1 a.m. The station now goes on the air at 5:30 a.m. during the week and on Sunday operates from 7 until 12:30 p.m.

WLW, Cincinnati, reversing the usual procedure of having radio entertainers stage shows for Army camps, on July 31 presented *Patterson Field Entertains*, in which an all-soldier orchestra under the direction of Private Al Cassidy entertained.

WDNC, Durham, N. C., after a special broadcast in which Mrs. J. Frank Jarman, wife of the station's general manager, interviewed several members of the recruiting unit of the Army, received two phone calls. Both times they were from interested mothers who were moved so much by the broadcast that they wanted their sons to join the service, which they did.

IMPROVEMENTS made possible by frequency modulation are demonstrated on the weekly *Welcome to FM* program on W55M, *Milwaukee Journal* station. Oscillators are rigged to demonstrate various frequencies. Tone beats, heterodyne squeals and musical notes are produced to show the range and fidelity of FM.

WITH FCC permission to remain on the air beyond its regular 10 p.m. signoff time, WNYC, New York municipal station, on Fridays and Sundays throughout the summer is presenting in full the New York Philharmonic concerts from Lewisohn Stadium, New York. WNYC also broadcasts the 8:30-10 p.m. out-of-door concerts by the Goldman Band Mondays and Saturdays.

WBAP, Fort Worth, on Aug. 2 took its mobile unit 126 miles to Camp Bowie, Brownwood, Tex., for a special program by the 36th Division, before unit was to leave for the war games in Louisiana. Announcer Tee Caspar and Engineer Bruce Howard handled the broadcast which included speeches by Maj. General Birkhead and Mayor Mayes of Brownwood.

MACQUARIE BROADCASTING SERVICES, Sydney, Australia, will start operating from its new modernistic five-story building at 138 Phillip St., Sydney, on Sept. 10, according to H. G. Horner, general manager. Structure will house 2GB, key station of Macquarie Network, its executive offices as well as Artransa Pty. Ltd., transcription subsidiary. Besides the various departments, the building will house four studios and an auditorium seating 400 persons.

CURRENTLY appearing at a neighboring summer theatre, Fifi D'Orsay, vivacious French screen and stage star, lays the glom on a certain well-known trade publication as she bides a few moments in the reception room of WTAG, Worcester, just before an interview on WTAG's *Radio Theatre Matinee*.

At Ease, Men

"SOLDIER! Have a Ride" invites the tiny sticker on the windshields of Richmond, Va., motorists who are cooperating with WMBG, Richmond, and the local junior chamber of commerce in a move to relieve the overworked dogs of the servicemen. Within three hours after announcement of the campaign, 2014 calls swamped WMBG from kind-hearted motorists requesting the stickers. Inquiries from other organizations throughout the country indicates a national campaign to give soldiers a lift has been instigated by WMBG.

WIBG, Glenside, Pa., has installed a "fluff sheet" in each studio. Announcers mark any fluffs made during the course of a program on the sheet and are fined five cents for each error. The man making the fewest fluffs in a month takes the entire amount collected. The system was installed voluntarily by the mikemen.

KFVS, Cape Girardeau, Mo., is sponsoring its fourth annual model airplane contest in cooperation with the Junior Chamber of Commerce.

WFAS, White Plains, N. Y., has turned over three five-minute periods weekly for use of the Westchester County Defense Council. The periods will be used to present a resume of day to day progress in civilian defense in various communities of the county with each community preparing its own report.

TALENT from KPO-KGO, San Francisco, entertained more than 1,000 guests Aug. 6 at the Western Radio & Appliance Trade Dinner. Part of the program was carried by KGO. Chester A. Dostal, Pacific Coast district manager of Westinghouse Electric & Mfg. Co., was chairman of the meeting.

KFAC, Los Angeles, independent station, having signed a program license basis contract, went back on the air Aug. 1 with ASCAP music. Station claims to be the first on the West Coast to sign such an agreement with ASCAP. Cal Smith is general manager of KFAC.

WSYR, Syracuse, N. Y., used a two-way relay system to brings its listeners a description of the New York State Amateur golf championship. A portable transmitter followed the play and was picked up at Troy by WTRY which relayed the broadcasts to WSYR.

WPTF, Raleigh, is presenting 30 minutes of symphonic recordings Sunday nights. Program notes are interspersed among the numbers, and musical requests are complied with, when possible.

Free Chubbies

DELEON'S FUR SHOP celebrated the opening of its new Dallas store with a novel quiz program over KGKO, Fort Worth. Genuine fur chubbies were given as grand prizes to winning contestants. During the 30-minute show seven chubbies were awarded. Unsuccessful contestants were given defense savings stamps.

U. S. Defense

HOW THE United States is progressing in its defense program is the subject of new weekly series shortwaved to England Sunday at 10 a.m. on NBC's international stations, WRCA and WNBI. Maurice English, former European correspondent, handles the scripts.

Why THE ONLY COLUMBIA STATION IN ARKANSAS is Your Best Buy!

BECAUSE:

OVER $150,000,000 in new defense orders are being spent in addition to the regular $200,000,000 plus retail sales. Approximately 1000 new homes are now under construction.

For MAXIMUM SALES in Little Rock and Arkansas write—

KLRA
LITTLE ROCK
ARKANSAS
5000 WATTS
Day and Night

THE KATZ AGENCY
National Representatives

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POWER!
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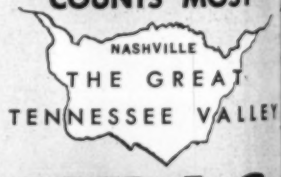

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soon going to
50,000 WATTS

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Gen. Mauborgne Retires Sept. 30

Expected to Leave DCB Post, Gen. Olmstead Acting Head

MAJ. GEN. Joseph O. Mauborgne, Chief Signal Officer of the Army, member of the Defense Communications Board and a recognized authority on communications, will retire from the Army Sept. 30 upon completion of his four-year tour as Chief Signal Officer. Simultaneously it is expected he will resign his post on DCB.

Gen. Mauborgne

Gen. Mauborgne left Washington last Thursday on an extended inspection tour of all Signal Corps activities of the four Armies in field maneuvers, which he will conclude about the end of August. He will then take a month's leave prior to retirement Sept. 30.

Brig. Gen. Dawson Olmstead, commandant of the Signal Corps School at Fort Monmouth, N. J., has been designated Acting Chief Signal Officer during the absence of Gen. Mauborgne and until further notice. Brig. Gen. George L. Van Deusen, commandant of the Fort Monmouth Signal Corps Replacement Center, will become commandant of that post during Gen. Olmstead's service in Washington.

Lt. Col. William S. Rumbough, of the Signal Corps War Plans Section, will act as Gen. Mauborgne's alternate on DCB until further notice. Gen. Mauborgne also has asked to be relieved of his post as the Army's representative on the National Inventors' Council.

It was believed that Gen. Mauborgne, after his retirement as an active Army officer, presumably with the rank of major general, will be called upon by defense authorities to participate in an important role in the communications preparedness for national defense.

KGBS, Harlingen, Starts Aug. 15, Staff Is Named

OWNED by McHenry Tichenor, a retired newspaper publisher, the new KGBS, Harlingen, Tex., is scheduled to go on the air Aug. 15, according to Ingham S. Roberts, general manager who formerly was with KPRC, Houston; KTSA, San Antonio, and KRGV, Weslaco. The station is Western Electric equipped throughout and utilizes a Blaw-Knox tower.

Mr. Ingham announced the following staff: Thomas B. Moseley, of KGKO, Fort Worth, chief engineer; Charles Craig, KMAC, San Antonio, program director; Howard Holbrook, KTEM, Temple, Tex., operator; Don Phillips, WACO, Waco, announcer; Roy Rogers, new to radio, announcer; Kathryn Porter, KVIC, Victoria, Tex., continuity; Eleanor Shafer, Texas State Network, traffic; Lee Hatchett, auditor.

DCB Report

(*Continued from page 10*)

for air raid warnings, messages, communiques and announcements of national or regional importance.

The DCB said that its surveys reveal that broadcasting is well adapted to air raid warnings and similar uses but observes that "certain remediable shortcomings are still to be overcome". These are taken to mean the need for reaching rural areas and the insurance that an adequate power supply can be maintained in case the regular power supply is interrupted.

Possible Supernetwork

In conjunction with the Office of Civilian Defense, headed by Mayor LaGuardia, the DCB is working on plans to link stations to local civilian defense centers for instantaneous receipt of local and regional warnings and announcements and a potential nationwide supernetwork to be available for transmission of messages national in scope.

Studies by the DCB show that of the approximately 880 stations in operation, nearly 500 are already connected to the potential supernetwork by telephone lines. This apparently refers to a linking of the three major chains through a central point, as is already done in the case of some national broadcasts which all three are carrying.

DCB says that an additional 132 stations have studios in cities now served by the "supernetwork", in which cases only a local wire connection is needed to tie them in. Only 12 stations in the entire country, according to these studies, are located away from regular program lines and these can be tied in through use of ordinary telephone lines for special announcements and warnings. The remaining 240 stations are located along lines of the supernetwork and could be connected with little trouble.

Thus every station in the country can promptly be utilized for military or civilian defense messages. In addition, this network would be available for warnings to a particular station that its signal is in danger of becoming a direction finder for enemy planes.

Program Interruptions

Speaking of program interruption, the DCB report states:

"Successful use of broadcasting for military or civilian defense under private ownership and operation, depends upon the reliability of transmission and its freedom from accidental or deliberate interruptions. Preliminary reports to the Board indicate that reliability varies from station to station, but that a high degree of freedom from program interruptions can be attained. Thus 20 selected stations were found to be losing an average of less than a minute-and-a-half per week from program interruptions of all kinds. Reliability of these stations was calculated at 99.982%.

"Electric power failure, it was found, is the most frequent cause of interruptions, accounting for about 50% of all program breaks. Since continuous operation of broadcast stations during power failures is essential, the Board has in progress means of continuing service while public power is cut off. At present an estimated 10% of all broadcast stations are equipped with emergency gasoline or steam-driven power generators which will enable them to continue operations under any conditions except actual demolition of the transmitters. A few other stations are served by two or more independent sources of public power. Studios are now under way to decrease the likelihood of broadcast failures from power shut-offs.

"In addition to steps designed to protect particular stations which may be designated for special defense functions, the DCB has instituted reliability studies of the potential supernetwork which welds the stations into a nation-wide unit. Reports to the Board indicate that the 45,000 miles of program transmission circuits now in existence provide alternate routes to all but two of the 310 cities now served. Thus in the event that all network stations were mobilized for a nation-wide defense broadcast, any particular circuit interruption could be compensated by recruiting over alternate transmission lines. Alternative power supplies for these program transmissions are provided by adequate storage battery reserves in 4,000 relay centers."

NBC's Recorded Program

"TOUCHDOWN TIPS"

by SAM HAYES

IN ITS FIRST SEASON as a "major contender," *Touchdown Tips* skyrocketed to outstanding heights of popularity. Again this Fall, this peak-popular program is already headed for top honors. It's the year's best bet in timely shows—recorded by NBC, rushed to you each week by Air Express—and at a cost that will surprise you.

Gifted with rare showmanship, Sam Hayes packs each of these weekly quarter-hours with accurate predictions, competent analyses of 30 major college football games in all sections . . . spiced with football-facts and "Gridiron Grins" that are every football fan's meat.

First of the thirteen programs scheduled for broadcasting Friday, September 12, will be shipped from Hollywood Monday, September 8. Warning: "*Touchdown Tips*" *is subject to prior sale and availability**—and there isn't much time left. Better wire *today* for details from your nearest NBC Radio-Recording Division office.

*Not available in States of California, Washington, Oregon, Idaho, Utah (except Salt Lake City) and Arizona.

Scores with Stations and Sponsors!

FROM AKRON: ". . . the best transcribed quarter-hour this Fall . . . put us down again next year."

FROM BUFFALO: "...Very pleased . . . want to have the first opportunity if a similar series will be available next year." (Same sponsor has bought 1941 series.)

FROM BALTIMORE: "Very successful in selling men's topcoats to the retail trade . . ."

FROM NASHVILLE: "Highly pleased . . . glad to report that (our sponsors) feel the same way about it..."

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago

Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

THE VINSONHALERS of KLRA, Little Rock, Ark., enjoy their summer vacation, the sunshine and sea air at Miami Beach. On the sand, from left to right, are Jancy, three years old, Mrs. S. C. Vinsonhaler, Keith, age nine, and S. C. Vinsonhaler, general manager of KLRA.

Nothing Barred

VOICE of the bleachers reached down behind the bars when Guy Savage, on his before-the-ballgame interviews on WGN, Chicago, quizzed a rabid Cub fan who knew all the answers. Before moving on to the next interviewer, Guy was asked by the fan if he could say hello to his pals, who were probably listening. Doubtful, Guy asked where the pals were. The bleacherite replied, "Stateville Prison, down in Joliet . . . Hiya, fellas!"

Approval of ASCAP Deal Uncertain

(Continued from page 9)

minished charges to independent broadcasting stations".

The statement explains that "our society is founded upon good music and that is our main concern . . . for American music to continue to express the hopes and ideals of free men and women" and continues: "The urgent need of this music in the cause of national unity and national defense was no small factor in spurring our efforts to restore music to the national networks."

'The American Way'

After expressing ASCAP's belief that "this cooperative society represents the American way of safeguarding composers and authors from cultural and financial starvation" and that it offers commercial users of music a "vital" service at "nominal costs", the statement concludes:

"By insuring the economic and cultural freedom of composers and authors we obtain for the public the benefits of the creative efforts of these men and women of genius. Conscious of this responsibility, we rededicate this society as an American institution."

A doubt that ASCAP "represents the American way" of protecting songwriters was expressed last week by BMI, which pointed out that talent songwriters can get "ready cash from BMI, which pays on a performance basis, regardless of seniority, and leaves its writers completely free to do anything they wish to do with their own interests", whereas "ASCAP, which ties its writers to 10-year contracts calling for ther entire output, bases its payments to writers on contribution to the Society as well as on seniority and promises a pension based on a continuous flow of creative genius."

First effect of the approval of the deal with NBC by the ASCAP board was the resignation of Edgar Leslie as a board member. Mr. Leslie, who is reported to have voiced vehement objections to what he believed to be a subservient attitude on the part of ASCAP towards the networks, tendered his resignation to Louis Bernstein, acting president of ASCAP. It will be presented to the board for action at the next board meeting, which will be called whenever the NBC contract is ready for ASCAP's signature. ASCAP's president, Gene Buck, is away on vacation.

The young writer's chief complaint against the ASCAP system, according to BMI, is that he gets no pay for the radio performance of his best work, frequently produced when he is young and his songs have a fresh note that makes them popular favorites. "The publishers," says BMI, "are liberally compensated for them, but the writers do not receive a penny from performances until they have become established performers and assure ASCAP that they can produce hits year after year. This is one reason the legend of the 'starving songwriter' has persisted. We will probably hear less of it from now on as BMI has demonstrated that anyone with talent can earn substantial sums from air performance regardless of age."

* * *

Craney Rejects Deal

Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, who has been in the forefront of the copyright issue for nearly a decade, flatly rejected the proposition for refunding to NBC the 2¾% blanket license fee on commercial network programs, but offered to negotiate his affiliation contract with the network.

Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, taking a somewhat different position, agreed to the refund but upon the condition that independently-owned stations will have the same options available at the same rate for the purchase of ASCAP music as the deals set forth with NBC for its managed and operated stations.

Station Views Vary

A number of other stations also have advised NBC of their refusal to accede to the refund. In still other cases, affiliates agreed to the refund but stated flatly they would not accept a blanket license fee from ASCAP, but insist upon a per-program or per-use basis, also provided for as an alternative means of payment under the ASCAP-BMI consent decrees negotiated with the Department of Justice. The factor of a guaranteed minimum, however, is proving a complication in working out the per-use method.

Mr. Craney, in his telegram to Mr. Trammell, said:

"Your message concerning ASCAP received. If NBC desires a blanket ASCAP license, that is your business. Personally, I believe you are selling your stockholders short. NBC use of ASCAP music can have no more effect on our contractual relations than NBC use of SESAC music. We cannot consider refunding a portion of what NBC pays us for the payments of any charge made to NBC, whether it be for music or something else. If NBC finds it necessary to renegotiate our contractual relations at any time, we are perfectly willing to go into the matter with you."

WFIL Seeks New Deal

Mr. Clipp, in his telegram Aug. 2, expressed gratification that ASCAP at long last is ready to accept the offer made by NBC on behalf of its stations and its affiliates and that WFIL wanted the improvement of service even though the ASCAP music will be an extra expense. "We therefore agree to the request of NBC to refund to it 2¾% of station compensation received by us on network commercial business in order to make possible and encourage NBC use of the ASCAP catalogue on network programs, subject only to the following points," Mr. Clipp wired.

"First, that independently owned stations will have the same options available at the same rates for the purchase of ASCAP music as the deal sets forth with NBC for managed and operated stati... Second, that measures will be ta... to eliminate the discrimination... favor of stations in states wh... such refunds are prohibited... state anti-ASCAP laws and w... apparently will receive ASC... music from the network with... charge. Third, that the netw... will reaffirm its pledge to the a... ates to maintain BMI. Fourth, t... opportunity will be afforded... stations which take blanket licen... to obtain the same deduction... sales costs as granted the netw... Fifth, that opportunity will be... forded for discussion between... tions and the network for pass... on to the stations part of the s... ings to the network in the ded... tions for sales and wire co... Sixth, that steps be taken to sati... the stations that this deal can... fully explained and is basically s... isfactory and that they are... being rushed into a telegraphic... ply without opportunity to see... tails of the contract."

CBS HOLLYWOOD AN... AFM TO ARBITRAT...

AS A result of negotiations in C... cago with James C. Petrillo, pre... dent of the American Federati... of Musicians, backing up contr... adjustment demands, a tentati... agreement has been reached on... formula for a new deal betw... CBS Hollywood and musicians,... though no contract was signed l... week when J. K. (Spike) Walla... president of Los Angeles musici... Local 47, conferred with Petri... Ben Paley, CBS West Coast... rector of operations, and Le... Atlass, network vice-preside... further deliberations that will s... tle all differences are reporte... scheduled to start Aug. 11 in Ho... wood.

Several adjustments are... manded. Contract changes exten... to and accepted by NBC Hollyw... are substantially the same as th... now in process of negotiation w... CBS, it was said. It includes r... rates of $85 per week each for... 18-man staff orchestra on a th... hour day, six days weekly, w... guaranteed 52 weeks employm... and no regional or transcontine... commercials.

Don Lee Network has already... justed its KHJ, Hollywood, c... tract with a staff orchestra of... men on a straight sustaining ba... Scale has been increased from... to $60 weekly per man on a... hour week.

Burleigh Nominated

HARRY T. BURLEIGH, n... Negro composer, has been nomin... for the ASCAP board of director... one of the eight candidates named... the three vacancies to be filled... standard composers. Still active... baritone solosit at St. George's Pr... tant Episcopal Church in New Y... although 74 years old, Mr. Burl... was a pioneer in correlating folk m... and art music. His best known o... nal composition is "Little Mothe... Mine", sung throughout the worl... John McCormack. If elected, he... become the first Negro board me... of ASCAP.

...ouse Ends Daylight Saving Hearings, ...egional Plan Seems on Inside Track

...NGRESS has started the ball ...ling toward legislation to estab... daylight saving on a more ex...sive scale than at present. The ...se Interstate & Foreign Com...rce Committee last Thursday ...cluded three days of public hear...s on pending DST proposals, ...f among which was a White ...use-endorsed bill introduced by ...airman Lea, of the Committee. While it appeared that DST leg...ation definitely would be enacted, ...d within a short time, also it was ...dent that strongest support ...obably would go to a proposal ...ch as the Lea bill, authorizing ... President to order daylight sav... time either on a national or a ...gional basis, as he sees fit. In ...ent the DST law takes that form, ... is not thought likely universal ...ST observance would result, since ...is held DST would do more harm ...an good in some areas—the Fed...al Power Commission, for in...ance, has held that imposition of ...st time" in some areas would ...rk a prohibitive hardship on ...unicipally operated power plans.

No Programming Remedy

Without universal DST observ...ce, little can be done to remedy ...e plight of broadcasters in their ...ut-annual programming head...he resulting from the prevailing ...-or-miss daylight saving basis ...er the country. It was thought in ...me industry quarters that exten...on of DST areas, short of a na...nal scale, probably would still ...rther complicate programming ...oubles for radio.

Appearing briefly at the hear...gs, Rep. Keogh (D-N.Y.), author ... one of the DST bills introduced ...rly this session, urged universal ...servance of daylight saving, if ... is to be observed at all, rather ...an any regional plan. Chairman ...land Olds, of the Federal Power ...mmission, speaking in support of ...PC's regional recommendations, ...timated that nationwide observ...ce of year-round DST would re...lt in a reduction of 741,000 kw., ... about 2%, of the peak power ...ad.

McLean's Three Zones

Appearing for OPM were W. L. ...tt, deputy director of production, ...d J. A. Krug, chairman of the ...at, light and power section of ...PM, both of whom went down the ...e for daylight saving time as an ...strument for aiding national de...nse.

Rep. McLean (R-N. J.), author ... the first DST bill of this session, ...so appeared before the Committee ...t Thursday to broach his plan ...r establishing three time zones ...r the country, to replace the pres... four zones. Rep. McLean ex...ained that establishment of the ...ree zones, in each of which time ...uld be adjusted to Mean Green...ch Time in order to afford the ...eatest amount of daylight to all ...idents, would in effect eliminate all need for daylight saving time.

Robert Myers, NAB assistant director of research, told the Committee that the daylight saving proposition bore the endorsement of the NAB board of directors as well as a majority of broadcasters participating in a DST survey conducted by the NAB early this year. Mr. Myers observed that since there is a growing extension of daylight saving time, universal DST appears to be the best answer to the broadcasters' problems rather than a reversion to universal standard time.

CALL LETTERS of KGFI, Brownsville, Tex., have been changed to KEED. FCC also approved use of the call letters, KFUN, for the new station granted to the Southwest Broadcasters in Las Vegas, N. M.

MONEY AHEAD!

ALIQUIPPA, TURTLE CREEK, CUYAHOGA... follow any major route out of Pittsburgh at night and count the lighted factories. You're discovering 4,000,000 busy people within the Pittsburgh industrial sector—who yet live far from Pittsburgh proper. Their effective buying income is double Pittsburgh's. Their retail purchases are double. They're a separate, wealthy market. ● Is your present Pittsburgh schedule reaching them? Have you KDKA's coverage? KDKA's primary area centers about Pittsburgh, and extends over 60 outlying towns of 10,000 to 100,000, and over 200 towns of less than 10,000. With one appropriation—for one medium—you cover the entire Pittsburgh industrial sector of 5,000,000 people.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc · KDKA KYW WBZ WBZA
WOWO WGL WBOS · REPRESENTED NATIONALLY BY NBC SPOT SALES

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF • WJMS • WATW
Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.
Group contracts save 25% on the three stations and 15% on any two stations
•
National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Radio Tax Fight

(Continued from page 7)

discussing the tax situation last Wednesday and Thursday. Although no formal resolution was adopted, board members laid a ground plan for industry opposition to the discriminatory tax, all agreeing on an all-out fight against the provision. Mr. Alvord participated in the board meeting Wednesday, outlining the proposed method of attack.

Unfair and Unjustified

The board is understood to have taken the position that the proposed tax is unfair, that it represents a departure from every theory of taxation heretofore practiced by the Federal Government, and that it is not justified even in the light of the present emergency. Aimed at the discriminatory characteristics of the proposal, the board held that if there is to be an "industry tax", it should be applied uniformly rather than picking an industry here and there and applying the levy to it.

During the board's discussions cases were cited where stations that showed a "reasonable" net return would be thrown into the red if the tax provisions were enforced. Board members pointed out that such a tax would be certain to cause a withdrawal of some commercial business from radio, which, apart from actually reducing revenue, also brought added cost to the operator in supplying sustaining programs to fill the vacated spots. In general, the situation boils down to a proposition of increasing operating cost as business decreases, it was stated.

Board members also cited the definite possibility of a falling-off of business because of the defense effort. It was pointed out that reduced production or distribution difficulties already are indicated or are in effect in lines such as automotive and radio receiver manufactures, rubber and gasoline, and that this situation was certain to have some effect on radio. One result, it was stated, would be added cost of operation on the sustaining side as commercial business fell off.

OPACS and Radio

In similar vein, it developed during the last week that radio's commercial broadcasting rates conceivably might come under scrutiny of the Office of Price Administration & Civilian Supply, with an eye on freezing rate levels. In testimony before the House Banking & Currency Committee, considering new emergency price control legislation, OPACS administrator Leon Henderson stated that communications operating companies — telephone, telegraph and radio — probably would be free from any OPACS price control regulation, since their rates are regulated by the FCC, but indicated that broadcast time rates might come within the purview of OPACS because they are not regulated by the FCC. However, because these rates constitute merely a part of advertising costs of products any OPACS regulatory move in that direction appears unlikely, it was believed, since it has the more important tasks of fixing prices of commodities of vital and general significance to the public. At any rate, industry observers noted this development as further evidence that there would be little chance of absorbing any substantial tax increase through increased rates.

WHEN RICHARD MARVIN, radio director of Wm. Esty & Co., [illegible] York, and Hildegrade Dixon, also of Esty, went to Nashville last [illegible] to complete arrangements for a tour of army camps by the R. Reynolds Tobacco Co. *Grand Ole Opry* on NBC-Red, they were met the plane by Harry Stone, general manager of WSM, Nashville, Golden West Cowboys and Minnie Pearl of the program. First show the tour was Aug. 1 at Camp Forrest, Tullahoma, Tenn.

Other Media Join

The surge of activity apparent in advertising circles in opposition to both the radio and billboard taxes indicated that the advertising fraternity looks askance at any proposal to tax advertising, regardless of its extension only to certain media, since it doubtless presages a general widening of the tax program to hit all media. Similarly, small-income stations all over the country, below the $100,000 class, have been warned to recognize the proposed radio tax as the first step leading toward a reduction of exemptions until all commercial stations would be taxed.

In recent letters to Chairman Doughton, of the House Ways & Means Committee, both AAAA President John Benson and Charles E. Murphy, general counsel of AFA, stoutly opposed the radio and billboard taxes. Labor organizations such as AFRA and IBEW (ABTU) are actively working with the industry in fighting the discriminatory radio tax, holding that imposition of the levy will adversely effect employment of their members.

The only House change made in the Revenue Act, as recommended by the Ways & Means Committee, was elimination of the provision requiring joint income tax returns for husband and wife, rather than separate returns. Elimination of this requirement is estimated to cut the tax yield by some $300,000,000.

In some quarters it was felt that if the Senate felt constrained to make up this difference in some manner, it would work against [illegible] possibility of cutting the radio [illegible] out of the bill, since the Sen[illegible] committee would be looking [illegible] something to add rather than s[illegible] tract. However, sentiment [illegible] seems to be growing in favor [illegible] President Roosevelt's suggestio[illegible] cut individual exemptions subst[illegible] tially, which would restore a g[illegible] share of this "loss" and perh[illegible] even outstrip it.

Some observers also took ho[illegible] when Senator George (D-Ga.) [illegible] cently gave up his chairmanship [illegible] the Senate Foreign Relations C[illegible] mittee to succeed the late Sena[illegible] Harrison as chairman of the S[illegible] ate Finance Committee. It [illegible] brought out that Senator Geo[illegible] mirrors much of the tax philoso[illegible] of his predecessor, who as a m[illegible] ter of course rewrote House [illegible] bills when they came to the Sena[illegible] Hope was seen that in this rew[illegible] ing process, if it did come ab[illegible] the radio and billboard taxes w[illegible] be eliminated.

Applies First in 1942

The Revenue Act, as passed [illegible] the House, provides a 5% levy [illegible] annual net time sales from $100[illegible] to $500,000; 10% on $500,000[illegible] $1,000,000; 15% over $1,000[illegible] [BROADCASTING, Aug. 4]. In a[illegible] tion, excise rates on radio rece[illegible] and parts sales were boosted f[illegible] 5½% to 10%, and a new tax [illegible] telephone, cable and radio le[illegible] wires was included.

Estimates have varied on the [illegible] of the expected tax yield from [illegible] 5-15% levy, which would appl[illegible] sales for the calendar year 1[illegible] Treasury Department estimates [illegible] dicated a gross take of a[illegible] $12,500,000, against a loss of [illegible] proximately $7,700,000 in ex[illegible] profits and corporate surta[illegible] otherwise collectable, leaving a[illegible] increase for the industry of a[illegible] $4,800,000. Independent indu[illegible] estimates have been consider[illegible] higher, establishing an additi[illegible] $5,000,000 in Federal taxes [illegible] probable minimum, and a m[illegible] mum which might reach as hig[illegible] $10,000,000.

Speaking during House de[illegible]

ast Monday, Rep. Gearhart (R-al.), a member of the Ways & Means Committee and opponent of the radio levy, pointed out that newspapers and national magazines, with which radio competes for advertising revenue with which to maintain its service to the public, get off scot-free". Rep. Gearhart also pointed out that the International Allied Printing Trades Council early this session agitated for a special punitive tax on broadcasters.

"To show that all labor unions do not share the ideas of the printers, it is only fair to point out that three large AFL unions, IBEW, AFM and AFRA, have registered their opposition to this discriminatory tax," he declared.

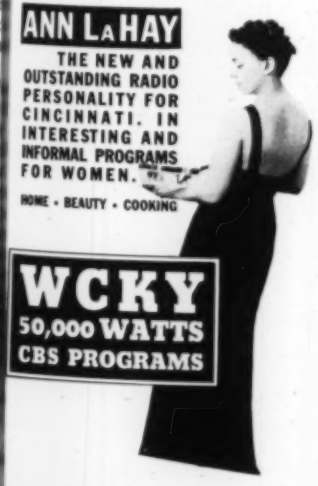
Speaking as a one-time broadcaster, Rep. Luther Patrick (D-Ala.), formerly a commentator on WBRC, Birmingham, declared he was "sure the inequality and consequences will give the radio stations a harder job than they ought to have to undertake to overcome and absorb.

"There is not in the United States an organization or a band of people who has come forward with more full-hearted support of the nation and who has given more time than the radio stations," Rep. Patrick stated. "Radio is a fine art that as a matter of public good should be encouraged and supported."

Pacific Greyhound Shift

PACIFIC GREYHOUND LINES, San Francisco (bus transportation), on Aug. 3 shifted the weekly quarter-hour *Romance of the Highways*, on 21 Don Lee West Coast stations, from San Francisco to Hollywood, Sunday, 10:15-10:30 a.m. (PST). Commander A. W. (Scotty) Scott and Bill Davidson are featured in the dramatic travelogue. With Art Van Horn resigning to go to New York, Norman Nesbitt has taken over the announcing assignment. Richard Holman, San Francisco producer of Beaumont & Hohman Inc., agency servicing the account, continues in that capacity.

LOUIS J. F. MOORE has sold his interest in Radio Adv. Corp., New York, and on Aug. 6 joined the New York offices of Burn-Smith Co., station representative.


ANN LaHAY
THE NEW AND OUTSTANDING RADIO PERSONALITY FOR CINCINNATI. IN INTERESTING AND INFORMAL PROGRAMS FOR WOMEN.
HOME • BEAUTY • COOKING
WCKY
50,000 WATTS
CBS PROGRAMS

RCA Breaks Ground For Princeton Labs.

CONSTRUCTION of the world's largest radio research laboratories at Princeton, N. J., to be known as "RCA Laboratories", will begin this week following the groundbreaking ceremony conducted by Radio Corp. of America Aug. 8 on the selected site of more than 250 acres. The first spadeful of earth was turned by Otto S. Schairer, RCA vice-president in charge of the laboratories, who stated in his dedicatory speech that "the most immediate requirement of the new laboratories will be to increase the usefulness to radio to national defense."

The ceremony was attended by a group of 40 RCA directors and executives, including General James G. Harbord, chairman of the RCA board of directors, and David Sarnoff, RCA president, who announced the plans for the laboratories last March [BROADCASTING, March 10]. Designer and builder of the project is the H. K. Ferguson Co. of New York and Cleveland. It is expected that the main building will be completed and occupied by the RCA research organization early next spring.

Dairy Association Plans Radio And Other Media

AMERICAN DAIRY ASSN., Chicago, has been assured an advertising appropriation of at least $400,000 for the coming year to be expended on radio, newspapers, and posters. The appropriation may be expanded as additional States join the cooperative campaign to promote greater consumption of dairy products, it was stated by ADA general manager, Owen M. Richards.

States at present cooperating in the drive are North and South Dakota, Minnesota, Iowa, Wisconsin, Indiana, Montana, Washington and Kansas. Spot announcements to be placed through Lord & Thomas, Chicago, will start in September on unselected stations in the following markets: Chicago, Detroit, Boston, Philadelphia, St. Louis, Pittsburgh, Des Moines, Milwaukee, Minneapolis, St. Paul, Bismarck, Great Falls, Seattle.

O-Cedar Campaign

O-CEDAR Corp., Chicago (polish, mops, wax), has placed a quarter-hour program, five times a week, on WSB, Atlanta, one-minute spot announcements 11 times a week on KIRO, Seattle, 10 times a week on WMAQ, Chicago, and three to six time weekly on the following stations: WBAL WBRC WBZA WEEI WLW WFAA KOA WHO WJR KTRH WDAF WAVE KNX WTMJ WSM WOR WKY KYW KDKA WPTF WHAM KMOX KPO WJSV WRC. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Streed Quits WHBF

WHBF, Rock Island announces the resignation of Ivan Streed, program director for the last seven years. Mr. Streed, who will devote his time to business interests in Rock Island, will be retained on the WHBF payroll on leave of absence until Sept. 1, at which time his resignation becomes effective. For the present duties of program manager are being handled by Woodrow Magnusson, production manager.

'True Story' Using Spots

MACFADDEN PUBLICATIONS Inc., New York (*True Story* Magazine), is conducting an intensive 10-day campaign on 31 stations ending Aug. 15. Spots are one-minute transcriptions and chain breaks. Agency is Arthur Kudner, New York.

Grove in Canada

GROVE LABS., St. Louis, is placing one-minute spot announcements and five-minute programs for Bromo-Quinine on stations in major Canadian markets. Company is expanding its list of stations and greatly increasing its advertising appropriation in Canada for the coming year, following a marked increase in Canadian business the last year. Contracts are being placed through Russel M. Seeds Co., Chicago.

David F. Dickson

DAVID F. DICKSON, auditor of KDKA, Pittsburgh, died Aug. 6 after a brief illness following an operation. Mr. Dickson had been with KDKA since 1929, having previously joined the Westinghouse company's East Pittsburgh plant in 1924. He is survived by his widow, three children and three grandchildren.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American Spaghetti and Macaroni), on Aug. 11, through its agency, Ruthrauff & Ryan, New York, signed a long-term contract with Lanny Ross for the continuation of his five times per week 7:15-7:30 p.m. program of songs on CBS.

Million Offered To Settle Suits

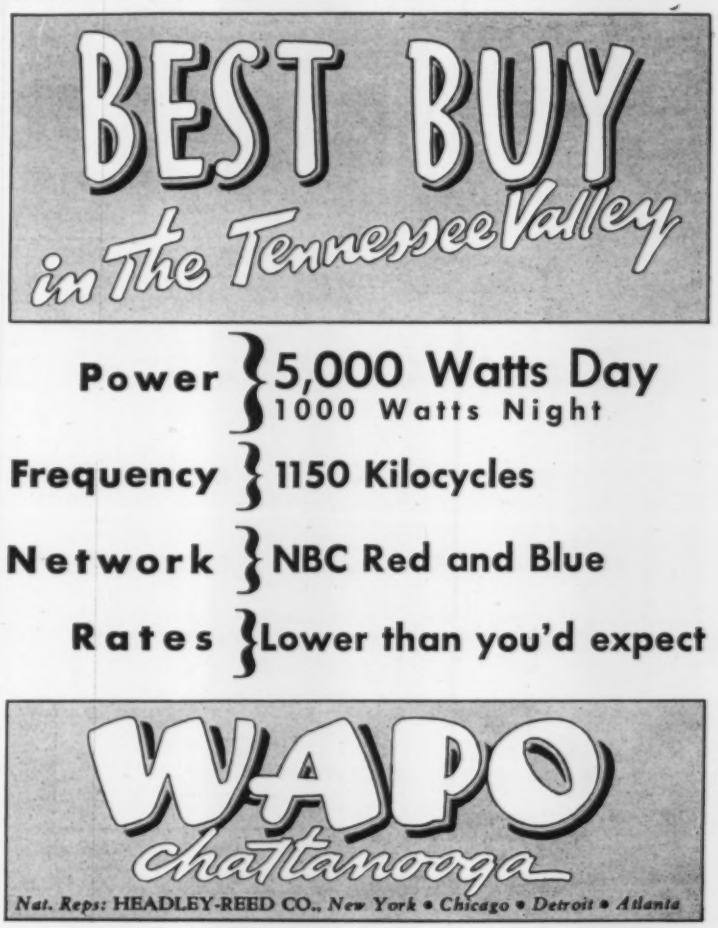
GE, Westinghouse Seek to End Stockholders' Proceedings

AN OFFER to pay $1,000,000 for full settlement of the several pending suits brought by RCA stockholders against RCA, General Electric Co., and officers and directors of those companies, was presented Aug. 6 to Justice Aaron J. Levy in New York Supreme Court by General Electric and Westinghouse.

Justice Levy referred the matter to Abraham J. Halprin as referee to ascertain the fairness and adequacy of the offer, and the trial was adjourned for further hearing in October.

Major portion of the suits filed by the stockholders was settled last year by Supreme Court Justice Bernard L. Shientag, who dismissed several of the alleged causes of action because of the statute of limitations. The remaining action for $250,000,000 covered alleged illegal transfer of stock for the use of certain patents and investment losses in connection with RKO and RCA Victor.

GE and Westinghouse, in making the offer, do not admit the charges to be correct, but state that final adjudication would require long and expensive litigation, seriously interrupting the work of executives and other personnel and impeding the production of equipment vital to the national defense program.



ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 2 TO AUGUST 8, INCLUSIVE

Decisions . . .

AUGUST 5

NEW, Greensboro Broadcasting Co. Inc., Greensboro, N. C.—Granted CP new station 980 kc 1 kw D, subject to any future ruling of the Commission on multiple ownership

NEW, Findlay Radio Co., Findlay, O.—Granted CP new station 1330 kc 1 kw D.

NEW, Nied & Stevens, Warren, O.—Granted CP new station 1400 kc 250 w unl.

WMC, Memphis, Tenn.—Granted increase to 5 kw N with directional, grant subject to future action of Commission.

WWVA, Wheeling, W. Va.—Granted CP 50 kw D & N, inrease unl., move and install new transmitter, directional, grant subject to future Commission action on multiple ownership.

KVOO, Tulsa, Okla.—Granted CP increase 50 kw D & N, increase unl., install new transmitter, directional N.

KWOS, Jefferson City, Mo. — Granted modification license change 1240 kc.

WRDO, Augusta, Me.—Granted consent to transfer control to Adeline B. Rines.

DESIGNATED FOR HEARING—NEW, Hugh McClung, Fresno, Cal., CP new station 1590 kc 5 kw unl.

MISCELLANEOUS — **NEW, Glen Falls Broadcasting Corp., Glen Falls, N. Y.,** CP new station placed in pending file under Order 79; **NEW, Homer Rodeheaver, Winona Lake, Ind.,** denied petition and repetition to grant CP new station without hearing; **KONB, Omaha,** granted petition CP new station; **KORN, Fremont, Neb.,** granted petition license renewal and authority transfer control from Clark Standiford to C. J. Malmsten, A. C. Sidener, S. S. Sidener and Arthur Baldwin; **NEW, Las Vegas Broadcasters, Las Vegas, N. M.,** granted petition call letters KFUN; **KGFI, Brownsville, Tex.,** granted authority change call letters KEEW; **NEW, Broadcasting Corp. of America, Riverside, Cal.,** adopted and modified proposed findings of facts and conclusion changing CP new station to 1440 kc.

AUGUST 6

KFJZ, Fort Worth, Tex.—Granted modifiation CP 5 kw to change 1270 kc.

NEW, Nashville, Radio Corp.—Denied petition for continuance of hearing consolidated hearing CP new station.

Applications . . .

AUGUST 2

WSAR, Fall River, Mass.—CP change 1470 kc.

WWNY, Watertown, N. Y.—CP install directional N, change 790 kc, increase 1 kw unl.

WAKR, Akron—Special authorization operate 5 kw for six months.

WQXR, New York—Special authorization operate 10 kw unl 1560 kc until 2-1-42

WFEA, Manchester, N. H.—Authority transfer control from Adeline B. Rines, executrix, to Adeline B. Rines 1,000 shares common stock.

WJW, Akron—CP install new transmitter, directional N, change 850 kc increase 5 kw.

NEW, General Broadcasting Inc., Miami, Fla.—Amend CP new station to request 1140 kc.

KRMC, Jamestown, N. D.—CP install new transmitter, antenna, change 1540 kc increase 5 kw N 10 kw D, change studio, transmitter sites.

AUGUST 4

WSFA, Montgomery, Ala.—CP new transmitter, increase 5 kw unl. directional N, move transmitter.

NEW, S. Brad Hunt, Alton, Ill.—CP new station 1030 kc 1 kw D.

AUGUST 5

KGLO, Mason City, Ia.—Install new transmitter increase to 5 kw.

NEW, Earle C. Anthony Inc., Los Angeles—Amend CP new FM station to 43.5 mc. 21,071 sq. mi. 3,311,399 pop.

AUGUST 8

NEW, Lake Shore Broadcasting Corp., Cleveland—CP new station 1300 kc 5 kw unl., directional.

KSAM, Huntsville, Tex.—Voluntary assignment license from Sam Houston Broadcasting Assn. to W. J. Harpole & J. C. Rothwell.

Tentative Calendar . . .

NEW, Nashville Radio Corp., Nashville, CP 1410 kc 1 kw unl., directional; **NEW, A. M. Burton, Nashville,** CP 1410 kc 1 kw unl., directional (consolidated hearing, Aug. 11).

KWK, St. Louis, CP 680 kc 50 kw unl., directional (Aug. 14).

KWTO, Springfield, Mo., CP 860 kc 1 kw D directional N; **KFNF, Shenandoah, Ia.,** license renewal (Sept. 5).

KGLU, Safford, Ariz., license renewal (Sept. 16).

KFRO, Longview, Tex., modification CP 1370 kc 5 kw unl., directional N (Sept. 17).

WTMV, E. St. Louis, Ill., CP 1540 kc 500 w N 1 kw D (Sept. 23).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP 1340 kc 250 w unl. (Sept. 29).

NEW, Frequency Broadcasting Corp., Brooklyn, CP 620 kc 500 w D (Oct. 3).

WBT, Charlotte, N. C., CP 1110 kc 50 kw unl. directional N; **KFAB, Lincoln, Neb.,** same; **WBBM, Chicago,** modification license 770 kc 50 kw unl.; **WJAG, Norfolk, Neb.,** CP 770 kc 1 kw D (Oct. 7).

KIDW, Lamar, Col., license renewal (Oct. 8).

IRON COILS SEEN AS NEW RECEIVER MOVE

USE of high-frequency iron as a substitute for aluminum in the manufacture of radio receivers not only provides an essential replacement at this time of lowered aluminum quotas, but effects a performance gain which will permanently affect the future trend of receiver design, according to Henry L. Crowley, West Orange, N. J., producer of high-frequency iron cores.

"Aluminum shields can be and are being dispensed with through the use of high-frequency iron coils," he stated. "The heavy aluminum requirements for variable condenser plates are being greatly reduced as this tuning means is replaced with permeability tuning. If anything, greater efficiency is obtained, and certainly a more compact assembly.

"There is no telling yet to what extent the aluminum consumption of the radio industry may be cut down in the face of the national defense situation, but whatever the curtailment may be, the use of iron-core coils and permeability tuners is certain to offset in large measure the aluminum shortage and to leave a permanent impression on radio set design."

IF YOU PLEASE

Jarman Delivers the Goods To Quito's HCJB

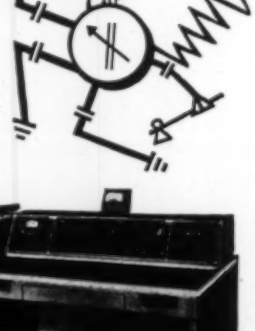
THE Good Neighbor policy reached a new high via shortwave not long ago, according to the story told by J. Frank Jarman, manager of WDNC, Durham, who says it all happened as he paused to listen to a program from HCJB, Quito, Ecuador, the other night while fiddling with his shortwave receiver.

When the program ended, Clarence W. Jones, co-director of the station, announced in English that if anyone engaged in the U. S. broadcasting industry were listening, would he please send HCJB copies of BROADCASTING and *Radio Daily*. Jarman collected a bunch, sent them down, and with a letter of thanks HCJB asked WDNC to record a program of its talent and ship it to HCJB for use in Ecuador.

WIBA, Madison, Wis., operating with 1,000 watts night and 5,000 day on 1280 kc., has applied to the FCC for 5,000 watts fulltime on 1310 kc., proposing to change its directional antenna accordingly.

"ENGINEER TRIBE DANCES FOR JOY"

says the Chief



"And why not? Braves at Bell Labs have developed most complete Studio Control Speech Input you could ask," says the Chief Engineer. "Compact? Ugh! Flexible? Ugh—Ugh! Can be arranged to meet exact needs of your station—FM or AM. Quality? High as flight of eagle!"

For details: Graybar Electric Co., Graybar Building, New York.

Western Electric

Small Audience Seen For Video

Material Shortages Indicated; Production Difficulties

DESPITE television's official start as a commercial medium, the signing of five sponsors of WNBT, New York, in its first month of commercial operation and the fact that in New York owners of television receivers now have a choice of programs from competing stations, sight and sound broadcasting is likely to remain in the status of experimental rather than commercial advertising for some time to come.

Reason is the scarcity of material available to the manufacturers of radio receivers, who, with not enough aluminum and other materials to make enough sound receivers to meet the demand, are not planning to start production of television sets, for which the demand is less certain.

3,000 Sets in New York

There are now about 3,000 television sets in the homes of purchasers in the New York metropolitan area. These receivers were built for reception under the old standards and are now being converted as rapidly as possible to the new ones, a task expected to be completed in about a month. In addition, DuMont has some 500 sets at the factory which are likewise being changed to the new standards and will then be placed on sale. RCA has about the same number. When these are gone, however, there is little hope of any more being manufactured until the defense program is finished and materials are again available for such luxuries as television sets.

This means that for some time to come the New York television audience will not exceed 4,000, and at the most 5,000 receivers. Counting those in bars and grills, which have a large audience for special events such as a championship prize fight, this would mean an audience of perhaps 40,000 to 50,000 for such a telecast, and much smaller audiences for other telecasts.

Largely a "Class" Audience

True, this is largely a "class" audience, with incomes of much more than average. True also that television's novelty still gives the advertiser more attention than even the combination of sight and sound and motion will do later on.

But while the advertiser who goes into television now certainly gets his money's worth at the present rates for the medium, the main result he will achieve from his sight-and-sound commercials is experience in the techniques of this new medium, which will put him out front of his inexperienced competitors when the television audience begins to develop into its ultimate proportions, with set owners counted by the hundreds of thousands instead of by the hundreds.

Network Accounts

time EDST unless otherwise indicated.

New Business

STRONG CORK Co., Lancaster, (Quaker rugs and floor coverings), Oct. 4 starts a dramatic show on 100 CBS stations, Sat. 12-12:30 Agency: BBDO, New York.

AKER OATS Co., Chicago (Quaker Mother Oats), on Sept. 8 starts unnamed dramatic show on 51 -Red stations, Mon., 9:30-10 p.m. cy: Ruthrauff & Ryan, Chicago.

NERAL FOODS Corp., New York ka Coffee), on Oct. 5 starts Wil- L. Shirer analyzing the news on Sun., 5:45-6 p.m. Agency: ng & Rubicam, New York.

Renewal Accounts

ANDARD BRANDS Inc., New k (Fleischmann's Yeast), on Oct. sumes *I Love A Mystery* on 65 -Blue stations, Mon. 8-8:30 (re- dcast for West Coast 11:30-12). cy: Kenyon & Eckhardt, New

MPBELL SOUP Co., Camden pe), on Aug. 4 resumed for 39 ks Fletcher Wiley, commentator, 51 CBS stations, Mon. thru Fri., 2:45 p.m. (EDST). Agency: rd Wheelock Co., Philadelphia.

NERAL ELECTRIC Co., Schedy (Mazda lamps), on Sept. 14 rs for 52 weeks *Hour of Charm* 71 NBC-Red stations, Sun., 10- 0 p.m. Agencies: Foster & Davies, eland, and BBDO, New York.

Network Changes

DY ESTHER, Chicago (cosmetics, t preparations), on Sept. 15 re- s *Freddie Martin & His Orches-* with *Orson Welles*, on 63 CBS ions, Mon. 10-10:30 p.m. Agency: lar & Ryan, N. Y.

CA COLA Co., Atlanta, on Sept. shifts *Pause That Refreshes on the* on 113 CBS stations, from Sun. :30 to its original period, Sun. 30-5. Agency: D'Arcy Adv. Co., w York.

VER BROS. Co., Cambridge, ss. (Risco), on Aug. 25 shifts *Big ter* on 73 CBS stations, Mon. thru 11:30-11:45 a.m. (rebroadcast 2- 15 p.m.), to 12:15-12:30 p.m. with rebroadcast. Agency: Ruthrauff & an, N. Y.

CIFIC GREYHOUND LINES, Francisco (bus transportation), ug. 3 shifts *Romance of the High-* on 21 Don Lee Pacific Coast sta- Sunday, 10:15-10:30 a.m. T) from San Francisco to Holly- on a permanent basis. Agency: umont & Hohman, San Francisco.

A Shoe Retailer SAYS: "Yesterday we sold seven out-of-town customers... directly traceable to KOA broadcasts... Our local sales are also on the increase, and we attribute these fine results to being on the strongest Denver Station with the largest audience."

KOA 50,000 WATTS NBC RED NETWORK DENVER

SENTED NATIONALLY BY SPOT SALES OFFICES

THREE OF WTAG staff take time out to play in the Worcester station's golf tournament. Left to right, George Jaspert, WTAG commercial manager; Ed Scannell, sports expert for the station's *Retire the Side* program; Herb Krueger, staff statistician. The tournament is an annual event.

Dr. Hess Discs

DR. HESS & CLARK Inc., Ashland, O. (stock and poultry remedies), the week of Sept. 29 will start a country-wide campaign of transcribed and live spot announcements. The transcriptions featuring *Sam Guard's Farm Talks* are five-minute discs to be carried thrice-weekly on KFH WNAX WKY KFAB KFEQ WLS KSTP WIBW WHO WJR KMOX WLW. Live announcements will be made five times weekly on KPRC and KGKO and three times weekly on KLZ KFBK KSRO KEX. All contracts are for 20 weeks. Agency is N. W. Ayer & Son, New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh Cigarettes), on Sept. 30 adds 56 stations to its NBC-Red hookup, which will then total 110 for *College Humor*, Tues., 10:30-11 p.m. Recordings of this program and of *Uncle Walter's Doghouse* (Raleigh Tobacco) will also be broadcast on KGU. Agency: Russel M. Seeds, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Ky. (Raleigh cigarettes), on Sept. 30 will add 56 stations to *College Humor*, making a total of 110 NBC-Red stations, Tues., 10:30-10:55 p.m. Agency: Russel M. Seeds Co., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Ky. (Sir Walter Raleigh pipe tobacco), on Sept. 30 will add 56 stations to *Private Linn Borden Reports*, making a total of 110 NBC-Red stations, Tues., 10:55-11:00 p.m. Agency: Russel M. Seeds Co., Chicago.

S. C. JOHNSON & SON, Racine, Wis., (floor wax), on Aug. 19 shifts *Hap Hazard*, on 99 NBC-Red stations, Tues., 9:30-10 p.m. (EDST), from Chicago to Hollywood. Agency: Needham, Louis & Brorby, Chicago.

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana), on Sept. 3 replaces *Quizzer Baseball* with *Eddie Cantor* on 67 NBC-Red stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, New York.

BRISTOL-MYERS Co., New York (Vitalis), on Sept. 3 adds 19 stations for *Mr. District Attorney* on NBC-Red, Wed. 9:30-10, making a total of 86. Agency: Pedlar & Ryan, New York.

STANDARD OIL Co., San Francisco (petroleum products), on July 31 shifted *Standard Symphony Hour*, with Werner Janssen director, on 31 Pacific Coast Don Lee stations, Thursday, 8-9 p.m. (PST), from San Francisco to Hollywood for six weeks or more. Agency: McCann-Erickson, San Francisco.

Roger Peace New Carolina Senator

ROGER C. PEACE, 42-year-old publisher of the *Greenville* (S. C.) *News-Piedmont*, owner and operator of WFBC in Greenville, last Wednesday was sworn in as the new junior Senator from South Carolina. Senator Peace will serve until Oct. 15, when an elected successor will take over to serve until 1943.

It is thought certain that even during his brief term Senator Peace will take the opportunity to bring to the floor of the Senate, particularly in such matters as the pending White Bill to provide a reorganized and reconstituted FCC, the philosophy of a practical radio and newspaper operator. Because of unusual attention to the broadcasting situation in Congress at this time, Senator Peace's appointment was regarded with intense interest by industry members.

The South Carolina broadcaster-publisher was named last Tuesday by Gov. Burnet R. Maybank to succeed the late Alva M. Lumpkin, who died after only 10 days in office following his appointment to fill the vacancy existing after the elevation of Senator James F. Byrnes to the U. S. Supreme Court. A successor to the remainder of Justice Byrnes' term, ending in 1943, is to be named at a special State election Sept. 2.

Gov. Maybank is one of three candidates for Justice Byrnes' former seat. The others are former Gov. Olin D. Johnston, of Spartanburg, and Rep. Joe Bryson or Greenville.

Clipp Signs NBC Bouts

WITH Roger W. Clipp, general manager of WFIL, Philadelphia, acting as the intermediary, NBC for Adam Hats Inc. closed another contract last week with Promoter Ray C. Alvis for all boxing contests out of Washington for the next year. First of the fights takes place Sept. 11 when Joey Archibald, bantamweight champion, will defend his title against Chalky Wright, Negro fighter. Following the Archibald-Wright go, Alvis expects to bring together Billy Conn, formerly lightweight champion, and Tommy Farr, now with the British Air Force, who is expected to arrive by Clipper within the next two weeks. Sam Taub and Bill Stern will handle the capital bouts, which will be carried on more than 150 NBC-Blue outlets. NBC and Adam Hats have now tied up prizefights in Brooklyn and Philadelphia as well as Washington.

Transfers Ruled Out

TRANSFERS by clients from NBC-Blue to the Red network or from one group of stations to another in the same coverage area, irrespective of cancellation dates, will no longer be possible, according to orders issued Aug. 6 by Roy C. Witmer and Edgar Kobak, vice-presidents in charge of sales for the Red and Blue, respectively. Such switches cannot be done except at the conclusion of definite portions of contracts, and then only if 30 days or more notice is given.

THE HOT SPOT

740

between

NBC's Red and Blue

KQW

San Jose, Calif.

San Francisco Studios

1470 Pine Street

Reps.: Reynolds-Fitzgerald, Inc.

INS

John Shepard III signed the first INS radio contract on May 4, 1935. His Yankee Network has depended on INS exclusively for world news coverage ever since.

INTERNATIONAL NEWS SERVICE

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

NAB Executive Group Considers Copyright Plan

Board Authorizes Committee To Counsel Stations

WITH NBC on the verge of closing contractual arrangements for the return of ASCAP music to its networks, thereby probably setting a pattern for the industry, the NAB board of directors at an extraordinary session in Washington last Wednesday and Thursday adopted a motion authorizing its executive committee to counsel with any broadcasters negotiating with ASCAP for contract renewals.

The motion authorized the executive committee of seven, within its discretion, "to meet with negotiators on music contracts and to cooperate with them in devising terms for the use of music, which will be as widely acceptable as possible".

Following detailed discussion of the NBC-ASCAP form of contract, agreed to in principle but awaiting ratification of affiliates, the board decided that every aid should be given stations to insure maximum protection. Such matters as clearance at the source of transcriptions, special arrangements, pending suits, and other collateral considerations of fundamental interest to affiliates and independents were covered in this discussion.

Members of Committee

Members of the executive committee available for these consultations are NAB President Neville Miller, chairman; James D. Shouse, WLW, Cincinnati, and Joseph O. Maland, WHO, Des Moines, for large stations; Don S. Elias, WWNC, Asheville, and John Gillin Jr., WOW, Omaha, for medium power stations; John Elmer, WCBM, Baltimore, and William H. West, WTMV, East St. Louis, Ill., for low power stations.

Primary attention of the board at the two-day session was devoted to the proposed net time sales tax. With the NAB tentatviely scheduled to appear before the Senate Finance Committee Aug. 18, details of the presentation were covered with Ellsworth C. Alvord, special tax attorney, retained by the industry [See page 7].

Reject 2% Discount

The board also rejected a plea of the American Assn. of Advertising Agencies for recognition of the 2% cash discount, after hearing a presentation by Frederic R. Gamble, managing director of the AAAA. The rejection came in the form of tabling of a proposal to that end, although the issue may later be revived. A suggestion that the cash discount be absorbed through an increase in station rates was promptly vetoed. It was pointed out that such a move would throw broadcast rates out of adjustment with other media, as well as raise other serious complications.

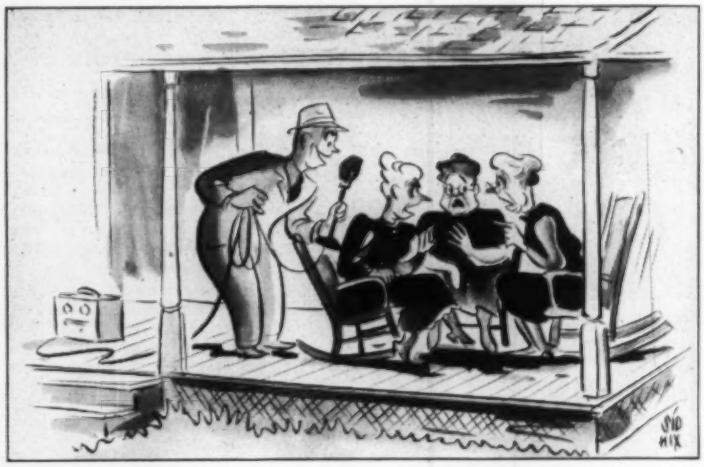
The network monopoly regulation situation was discussed at length, but no action was taken, in view of the pendency of negotiations with the FCC on revision of the rules.

Also presented to the board was the question of telephone line availabilities from Army camps for national defense pickups, raised by the Radio Branch of the War Department Bureau of Public Relations, headed by Ed Kirby, NAB public relations director now on leave of absence. This matter, however, was referred to the recently appointed National Defense Committee, headed by John Shepard 3d, president of the Yankee Network, Boston.

Board Members Present

All members of the board were present for the session save John J. Gillin Jr., WOW, Omaha, and Edwin W. Craig, WSM, Nashville.

Members of the board attending were Edward Klauber, CBS executive vice-president; James D. Shouse, WLW, Cincinnati; J. O. Maland, WHO, Des Moines; C.W. Myers, KOIN-KALE, Portland; Don S. Elias, WWNC, Asheville; James W. Woodruff Jr., WRBL, Columbus, Ga.; John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford; Clarence Wheeler, WHEC, Rochester; Isaac D. Levy, WCAU, Philadelphia; John A. Kennedy, WCHS, Cahrleston; Frank King, WMBR, Jacksonville; J. Harold Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; William H. West Jr., WTMV, East St. Louis, Ill.; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Gene O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harrison Holliway, KFI-KECA, Los Angeles; F. M. Russell, NBC vice-president, Washington; Harry Spence, KXRO, Aberdeen, Wash.



Drawn for BROADCASTING by Sid Hix

". . . and Now WBRP Brings You Local News Straight From Headquarters!"

NAB Convention in Cleveland Next May

The 1942 NAB convention will be held in Cleveland, May 11-14. Headquarters hotel will be the Statler—scene of the eighth annual convention in November, 1930. Ratification of Cleveland's selection and fixing of the dates were announced by the NAB board of directors at its meeting in Washington last Wednesday and Thursday. Cleveland was selected as the first choice for the convention by the NAB membership at the annual meeting in St. Louis last May. Cleveland broadcasters have been notified of the selection and shortly will set up their own local convention committee and designate their chairman. Studios of WGAR are in the Statler.

WOOLWORTH USES WIBX, UTICA, SHOWS

FOLLOWING the successful use of radio last year in connection with the opening of a branch store in Utica, F. W. Woolworth Co., five-and-ten cent chain, last week again sponsored an extensive campaign on WIBX, Utica, to promote the store's first anniversary celebration.

In addition to daily spot announcements, WIBX arranged store broadcasts with Woolworth shippers and a special quarter-hour show using only Woolworth employes and featuring a singing group trained by George Davis, one of the WIBX choral directors and pianists. Utica's Mayor Vincent R. Corru spoke, as did executives of Woolworth's and the Lynn Baker Co., New York, agency handling the account. Merchandising tieups with the radio campaign were conducted by N. W. Cook, WIBX merchandising manager.

ICS Using Carnegie

INTERNATIONAL CORRESPONDENCE SCHOOLS, Scranton, Pa., on Sept. 18 will begin a 13-week test series of half-hour transcriptions with Dale Carnegie, Thursday, 7:30-8, on WCAU, Philadelphia. If test is successful, other stations will be added. Agency is N. W. Ayer & Son, New York.

CBS GROSS GAINS, TAXES CUT PROF

ALTHOUGH the gross incom CBS for the first 26 weeks of totaled $29,134,776, a gain of above the gross of $24,952,29 the same period of 1940, the work's profit for the period down 3% from last year, amo ing to $2,418,087 this year against $2,493,719 last, accor to a consolidated profit and statement issued by Frank White, CBS treasurer.

Explanation for the differen profit, which resulted in earn per share of $1.41 in the first of 1941, as compared with for the first half of 1940, lies i increase in the provision for f eral taxes, which rose from $1. 954 in 1940 to $2,053,463 this Profit before taxes was $4,47 this year, up 17.9% over $3,793,65 for the same perio 1940.

At a directors' meeting Au the CBS board declared a cash d dend of 45 cents per share of present Class A and Class B of $2.50 par value, payable S 5 to stockholders of record Au

Bristol-Myers Renew Eddie Cantor's Contr

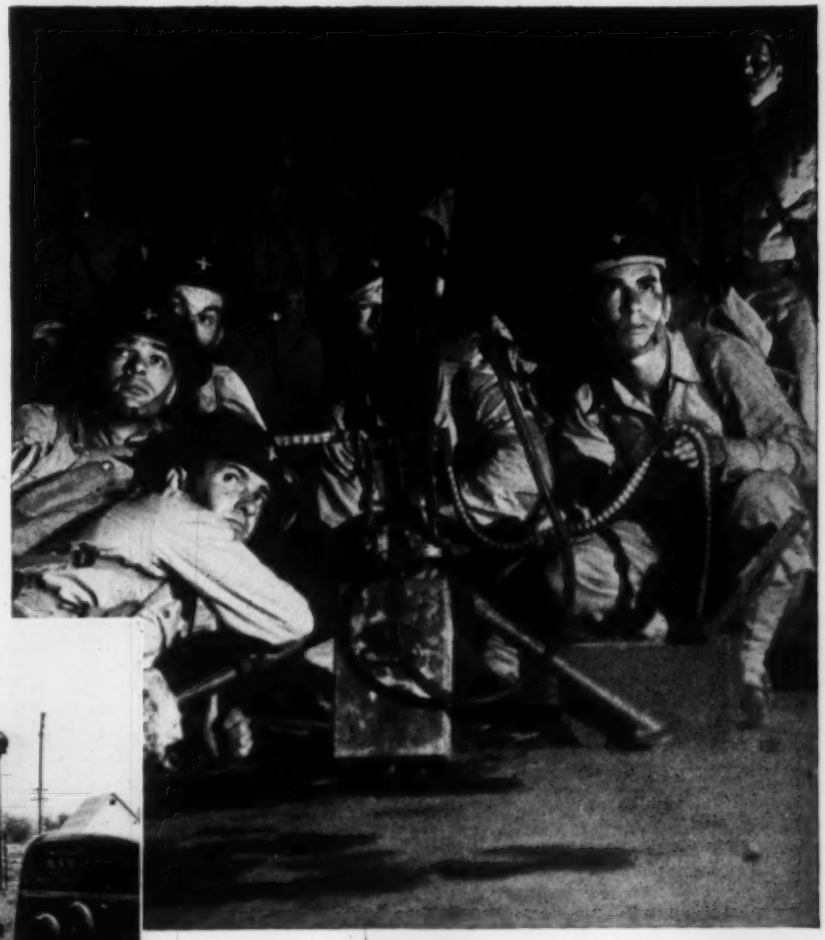
BRISTOL-MYERS Co., New Y in renewing Eddie Cantor's tract for the coming season, dropped the CAB clause w made it possible for the com to earn bonuses up to $2000 broadcast, and has substitut raise in base pay, which last was reported to be about $1 per broadcast. Cantor is now the air for the summer but ret his Wednesday evening 9-9:30 gram on NBC-Red for Sal Hep and Ipana Sept. 3.

Under last year's contract tor was to receive a $200 w bonus for every point his CAB ing rose above 20, with a maxi set at 30. This arrangement it possible for the comedian to a total of $78,000 in bonuses his 39-week period on the air. understood that he did not c any part of it, since his aw over the season was 18.8, a time going above the stipu figure. It was thought the con tion of Fred Allen on the Wednesday evening hour kept the Cantor rating, Allen aver slightly under 21 for the period. Program is placed thr Young & Rubicam, New York

Chatham Campaign

USING radio for the first Chatham Mfg. Co., New York start a campaign for its blan during the week of Oct. 12 stations throughout the cou Coinciding with the fall and w buying season, the campaign consist of two to five times w participations on such progra *Bessie Beatty* on WCR, New *Laura May Stuart* on WCAU, adelphia; *June Baker* on Chicago, and *Agnes Whi* KECA, Los Angeles. Local chandising by department and ialty stores will support the n al campaign, according to Hackett, New York, agen charge.

"WE WERE *with the Boys* AT THE FRONT"



During the recent war games in the Mid-South, four members of the WSM staff, with complete mobile equipment, established living quarters in a private railroad car which was moved as the maneuver heart shifted. From this "on the spot"

location WSM produced more than 20 broadcasts, two of which were fed to the NBC Network. These broadcasts included a Chapel Service in the open, the unloading of an armored unit, an actual battle with interviews on both sides and the referee's decision, results of the first test of the new anti-tank sight, the blackout and defense of Shelbyville, Tenn., results of the official critique, and statements from the commanding generals.

These, together with other feature programs of intense appeal to listeners, represented a pioneer step in this type of broadcast by WSM. As a result of this experiment, WSM's mobility, transcription facilities, and findings have been recommended by the War Department for use during the "all out" defense maneuvers to be held in Louisiana this September. And WSM will be there with an "all out" coverage.

Advertisers STAY ON THE "FIRING LINE" WITH *WSM!*

WSM's recent coverage of defense maneuvers in the Mid-South is just another of the numerous reasons for the listener popularity that continually keeps this station's advertisers out in front. It takes much more than its 50,000 watts power to do the job. But, combine this wattage, the *greatest power* now available to commercial broadcasting stations, with one of the *lowest available frequencies*, 650 kilocycles, plus a *clear channel*, and the result is *coverage*. Add to this WSM's great variety and versatility of *talent* and you get the *listeners!* It's easy to understand why WSM offers the best buy for your advertising dollar.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENN.

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NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.

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